

COOKIES POLICY TO GIFTCARDS.EU

Last update: 05.03.2024

We use “cookies” and other technologies when you visit or use our websites or mobile apps. In this document you may find more information and details on about the cookies and the similar technologies as well as how to control them.

General information on cookies can be found here: <http://www.allaboutcookies.org/>

Managing your cookies preferences

Our websites (including mobile) use cookies and similar technologies, which you can manage in accordance with the present policy and the functionality of the websites. This policy applies additionally to any other Legal agreement, terms and conditions or contract provision for the GiftCard service being used by you.

Once the giftcards.eu is open by default only the necessary cookies are loaded. If you would like to consent to the use of consent-based cookies and similar technologies, please use the managing panel (which loads when opening the websites). You can delete the cookies via your browser settings. There is a brief instruction further in the policy below and you can find further information on deleting and blocking cookies here: <http://www.aboutcookies.org/how-todeletecookies/>

Some of the similar technologies we use, such as JavaScript can also be disabled on your devices but this may significantly impact the ability for our websites, mobile sites, or mobile apps to work on your devices.

What are cookies and similar technologies?

Cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them, whenever you come back to the site or browse from one page to another. Cookies are generated by the server of the visited website when the browser of your device loads it. The website sends information to the browser and creates a text file. Each time the user returns to the same website, the browser extracts this text file and sends it to the website's server. The information that the cookie contains is specified by the server and may be used by the latter when the website is visited again by the user

We use cookies to achieve different tasks such as like letting you navigate between pages efficiently and easily, remembering your preferences and generally improving your experience when browsing. We also use them to ensure that any ads you see on our websites or mobile apps and ads of other third-parties are more focused to you and your interests.

We also use similar technologies such as 'pixel tags' and 'JavaScript' to undertake these tasks. Pixel tags and JavaScript are tiny graphics files that contain a unique identifier that enable us to recognize when someone has our websites or mobile apps. This allows us, for example, to monitor the traffic patterns of users from one page within our websites or mobile apps to another, to provide or communicate with

cookies, to understand whether you have come to our websites or mobile apps from via online advertisement displayed on a third-party website, to improve site performance.

If you visit our websites or mobile apps, we will deploy cookies and similar technologies to design an online service more suitable for your device, as well as to prevent and detect fraud. When you visit our website from any device we collect information about your use of the particular website, such as information about the device or browser you use to access the site (including device type, operating system, screen resolution, etc.), the way you interact with this site, and the IP address your device connects from. In many cases, the above said (mentioned) technologies are relying on cookies to function properly, and so declining cookies will impair their functioning, which means that you may not be able to exercise some activities within our secure online services unless these cookies or similar technologies are installed. Additionally, there might be a chance that we may not be able to process certain transactions if you are physically located in certain countries.

Cookies set by us are referred to as "first party cookies". Cookies deployed by parties other than us are called "third-party cookies". Third party cookies enable third party features or functionality to be displayed on or through the website/app. The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

We may not influence or control over third-party cookies. If you would like to find out more about the types of cookies which may be downloaded as a result, please visit the website of the third-party provider to do so.

Types of cookie inserted

There are different types of cookies which are usually split into the following categories, but note that not all these types will be used on our website or mobile app:

Necessary cookies

These cookies are required in order to allow you to move throughout the website and use its functionalities, such as accessing secure areas of the website. Without these cookies the services you have applied for cannot be provided. These cookies are activated when you visit our website and remain active for the duration of your visit. These cookies allow us to provide you our service. The use of these cookies is based on the legal basis of providing you access to our website and therefore are always active.

Statistical cookies/ Third-party cookies

These cookies collect information about how you as a visitor use our website. For instance, which pages visitors go to most often and if they get error messages from web pages. This data in aggregate form is used to improve our websites. This data is also used to identify whether customers may have specific interests needs based on pages they have visited within our websites. These cookies allow us to provide you our service better and are therefore based on our legitimate interests.

Functionality cookies

These cookies allow our website to remember choices you make and provide high level of personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you are allowed to customize. The information these cookies collect may be anonymized and they cannot track your browsing activity on other websites. These cookies memorize your preferences in order to provide you with the full functionalities of our website, and are based on your consent.

Marketing cookies

These cookies collect information for your activity on this and other websites in order to offer you content which is relevant and attractive to you. These cookies are based on your revocable consent.

How to control and delete cookies through your browser?

The ability to disable or delete cookies can also be carried out by changing your browser’s settings or you can use the managing panel (which loads when opening the websites). In order to do this, follow the instructions provided by your browser (usually found in the ‘Help’, ‘Edit’ or ‘Tools’ facility). Some pages may not work if you completely disable all cookies, but many third-party cookies can be safely blocked. If you do switch off cookies at a browser level, your device won't be able to accept cookies from any website. This means you will struggle to access the secure area. If you do switch off cookies at a browser level, your device won't be able to accept cookies from any website. This means you will struggle to access the secure area of any website you use and you won't enjoy the best browsing experience when you are online.

Types of Cookies used for GiftCard website and mobile app:

Below is a list of the types of cookies and similar technologies that we use in our website and mobile application along with instruction as to how they may be disabled.

Complete list with cookies can be found here:

Name	Expiration	Description	Category
PHPSESSID	Session cookies exist for as long as you are on the web page. The session ends when you close the web page or the browser.	Ensure anonimity of customer personal information. This cookie is defined by the servers of giftcards.eu	Necessary cookies
__zlcmid	1 year	These cookies are used by Zendesk to provide live customer service chat on our website(s).	Necessary cookies

Name	Expiration	Description	Category
__zlcstore	1 year	These cookies are used by Zendesk to provide live customer service chat on our website(s).	Necessary cookies
ZD-*	1 year	These cookies are used by Zendesk to provide live customer service chat on our website(s).	Necessary cookies
giftcard_com_cookies_policy_accepted	1 year	Stores information in relation to whether the client has agreed with the Cookie policy and his choice which cookies to be loaded.	Necessary cookies
giftcard_com_countrycode_settings	1 year	We are keeping the country code that was used last and loading it by default when you visit the webpage again.	Necessary cookies
prefLang	1 year	This cookie is used to store your preferred language	Necessary cookies
_gat_UA-*	1 minute	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie	Statistical

Name	Expiration	Description	Category
		which is used to limit the amount of data recorded by Google on high traffic volume websites.	
_gid	24 hours	Used by Google Analytics to store Session ID and distinguish users.	Statistical
_ga	2 years	Used by Google Analytics to identify users by a unique number called "Client ID".	Statistical
_gcl_au	3 months	This cookie is used for "Conversion Linker" functionality - it takes information in ad clicks and stores it in a first-party cookie so that conversions can be attributed outside the landing page.	Statistical
ga*	2 Years	This cookie is used to store anonymized statistics for Google Analytics.	Statistical
_fbp	3 months	Facebook can use this cookie for event tracking and remarketing purposes.	Statistical
_gat_UA-*	1 minute	This is a pattern type cookie set by Google Analytics, where the	Marketing

Name	Expiration	Description	Category
		<p>pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.</p>	
_gid	24 hours	<p>Used by Google Analytics to store Session ID and distinguish users.</p>	Marketing
_ga	2 years	<p>Used by Google Analytics to identify users by a unique number called "Client ID".</p>	Marketing
_gcl_au	3 months	<p>This cookie is used for "Conversion Linker" functionality - it takes information in ad clicks and stores it in a first-party cookie so that conversions can be attributed outside the landing page.</p>	Marketing
ga*	2 Years	<p>This cookie is used to store anonymized statistics for Google Analytics.</p>	Marketing

Name	Expiration	Description	Category
_fbp	3 months	Facebook can use this cookie for event tracking and remarketing purposes.	Marketing