

COOKIES POLICY

When displaying content, advertisements, and other functionalities on the www.upstakes.io website (the “**Website**”), various technologies are used to collect and process personal data, including cookies. You will find details concerning this method of processing in this Cookie Policy.

In this Cookie Policy, you will find information regarding the following:

- Who is the operator of the Website and whom to contact
- What technologies we use and what cookies are
- How to set up the use of cookies on the Website
- How to set up cookies in your browser
- What categories of cookies we use on the Website
- What are your rights and how you can exercise them

1. WHO IS THE OPERATOR OF THE WEBSITE AND WHOM TO CONTACT?

The operator of the Website is **Upstakes s.r.o.**, with its registered office at Klimentská 2066/19, Nové Město, 110 00 Prague 1, Czech Republic, ID: 23365480, registered in the Commercial Register maintained by the Municipal Court in Prague under C 425958 (hereinafter referred to as “we”, “our Company”, or “Controller”).

If you have any questions relating to the processing of your personal data, including cookies in connection with the operation of the Website, and to exercise your rights, you can contact us at: **support@upstakes.io**.

We and certain third parties process personal data using cookies and other technologies on the Website.

2. WHAT TECHNOLOGIES DO WE USE AND WHAT ARE COOKIES?

Cookies are small files stored on your device that allow us to collect information about your activity on the Website. The legal basis for processing essential cookies is our legitimate interest in ensuring the proper functioning and security of the Website. For analytical, functional, and marketing cookies, the legal basis for processing is your explicit consent. Cookies help us:

- Remember your settings, preferences, and login information
- Secure our services against fraud and abuse
- Provide targeted content and marketing communications
- Analyse Website performance and improve functionality

In addition to cookies, we may process your IP address and use analytical scripts, which are small pieces of code that track user behaviour. Cookies may be placed either by us (**first-party cookies**) or by third parties (**third-party cookies**) whose services we use (e.g. Google, Meta). For more information on how these third parties process your data, please refer to their respective privacy policies.

3. HOW TO SET UP THE USE OF COOKIES ON THE WEBSITE?

When you first visit our Website, you will see a cookie banner. This allows you to:

- **Accept all cookies:** By selecting this option, you consent to the use of all categories of cookies (essential, analytical, functional, and marketing) as described in this policy.
- **Reject all non-essential cookies:** By selecting this option, you choose to only allow essential cookies, which are strictly necessary for the basic functionality and security of the Website. All other categories of cookies will be disabled.
- **Manage preferences:** This option allows you to customize your cookie settings by individually selecting which categories of non-essential cookies (analytical, functional, marketing) you wish to enable or disable.

You can change or withdraw your consent at any time by clicking **“Cookie Settings”** in the footer of the Website. Please note that if you reject non-essential cookies, some Website features may not function properly.

4. HOW TO SET UP COOKIES IN YOUR WEB BROWSER?

You can also control cookies directly in your web browser. Most browsers automatically accept cookies, but you can modify your settings to refuse them or notify you when cookies are being sent.

For detailed instructions on how to manage cookie settings in the most common web browsers, please refer to the respective policies of:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Opera
- Safari

You can also delete cookies stored on your device’s memory at any time.

5. WHAT COOKIES DO WE USE ON THE WEBSITE?

We use the following categories of cookies:

- **Essential cookies** – These cookies are necessary for the fundamental operation and security of our Website. They enable core functionalities such as page navigation, access to secure areas, and ensuring the integrity of our services. These cookies are always active and do not require your consent as they are vital for the Website's basic functionality.
- **Analytical cookies** – These cookies help us understand how visitors interact with our Website by collecting and reporting information anonymously. This includes data on the number of visitors, the pages they visit, and the sources of traffic. This information allows us to measure and improve the performance of our Website.
- **Functional cookies** – These cookies enable the Website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages. They remember choices you make (such as your username, language, or the region you are in) and provide more personal features.
- **Marketing cookies** – These cookies are used by us and our advertising partners (e.g., Google Ads, Meta Pixel, LinkedIn Insight Tag) to deliver advertisements that are more relevant to you and your interests. They track your browsing habits and activity across websites to build a profile of your interests, which is then used to show you targeted advertising. They also help us measure the effectiveness of our advertising campaigns.

We want to assure you that analytical, functional, and marketing cookies will only be placed on your device and processed with your explicit and informed consent, which you can manage at any time through our 'Cookie Settings' or your browser settings."

6. WHAT ARE YOUR RIGHTS AND HOW CAN YOU EXERCISE THEM?

You can withdraw your consent to cookies at any time in the **Cookie Settings** panel or in your browser. In addition, under **Regulation (EU) 2016/679 (GDPR)** you have the following rights:

- **Right of access** – You have the right to obtain confirmation as to whether or not personal data concerning you is being processed, and, where that is the case, access to the personal data and further information regarding its processing.
- **Right to rectification** – You have the right to request the correction of inaccurate personal data concerning you and to have incomplete personal data completed.

- **Right to erasure (“right to be forgotten”)** – You have the right to request the deletion of your personal data without undue delay under certain circumstances (e.g., if the data is no longer necessary for the purposes for which it was collected).
- **Right to restriction of processing** – You have the right to request the restriction of processing of your personal data under certain conditions (e.g., if you contest the accuracy of the data, for a period enabling us to verify its accuracy).
- **Right to data portability** – You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used, and machine-readable format and have the right to transmit those data to another controller without hindrance.
- **Right to object** – You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you, especially for direct marketing purposes.
- **Right to withdraw consent** – Where the processing of your personal data is based on your consent, you have the right to withdraw that consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
- **Right not to be subject to automated decision-making** – You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you, unless permitted by law, contract, or your explicit consent.
- **Right to lodge a complaint** – You have the right to lodge a complaint with the Czech supervisory authority:

Úřad pro ochranu osobních údajů

Pplk. Sochora 27, Prague 7, 170 00

Email: posta@uouu.cz

Website: www.uouu.cz

In addition, to the extent that cookies are personal data, the information specified in our **Privacy Policy** are applicable, including information about your rights.