

Cookie and Analytics Data Policy

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This Cookie and Analytics Data Policy (hereinafter — the “Policy”) applies to the website <https://leadvertex.ru/en> (hereinafter — the “Website”) and describes what types of cookies and analytics data may be used when visiting or interacting with the Website and its related services.

1. What are Cookies and Analytics Data

Cookies are small text files that are stored in a user’s browser when visiting the Website. They help recognize the user’s device, remember preferences, and improve the overall performance of the Website.

Analytics data refers to information automatically collected by web analytics systems and internal tracking tools about user interactions — such as visited pages, time spent, navigation paths, IP address, device and browser specifications, geographic location, and other information necessary to analyze the Website’s performance and improve the quality of services.

2. Types of Cookies and Analytics Data We Use

- **Essential cookies** — ensure the technical operation, security, and authorization functions of the Website. Without them, certain services may not function properly.
- **Functional cookies** — store user preferences (e.g., language, time zone, currency) to enhance usability.
- **Analytics cookies** — used to collect statistics and analyze Website usage, helping us improve its functionality. This category also includes analytics data gathered through web analytics tools (e.g., **Yandex.Metrica**).
- **Marketing cookies (if used)** — help display more relevant advertisements and measure the effectiveness of marketing campaigns.

You can choose which categories of cookies and analytics data to accept — either only essential cookies or also functional, analytical, and marketing cookies. Cookie preferences can be managed through the banner settings or your browser options.

3. Why We Use Cookies and Analytics Data

We use cookies and analytics data for the following purposes:

- to ensure proper operation of the Website and its services;
- to personalize the interface and store user preferences;
- to analyze traffic and improve Website performance;
- for marketing and advertising purposes (only with the user's explicit consent).

4. Third-Party Services

We may use third-party services (such as web analytics tools, payment systems, or advertising networks) that may also set their own cookies and collect analytics data.

The processing of such data is governed by their respective privacy policies.

5. Managing Cookies and Analytics Data

You may limit or disable the use of cookies at any time through your browser settings. You can also use third-party tools to block analytics or advertising scripts.

Please note that doing so may affect the proper operation and functionality of the Website.

6. Contact

For any questions related to the use of cookies or analytics data, please contact the Data Controller:

IE Kasumov T. E

Email: **support@leadvertex.ru**