

## Cookie Policy

This document is posted by IP MIRNYI ANDREI VIKTOROVICH located at Moscow, Russia, hereinafter named "MIRNYI" and also "we", "our" or "us", to assist users with knowing our cookies policy. We believe in being clear and open about how we collect and use data related to you. In the spirit of transparency, this policy provides detailed information about how and when we use cookies.

### 1. How we use cookies, tags and similar technologies

1.1 Please review this Cookie Policy carefully. This policy describes our information practices relating to using our web site [www.why-ryzen.com](http://www.why-ryzen.com), [www.why-ryzen.ru](http://www.why-ryzen.ru), [www.neden-ryzen.com](http://www.neden-ryzen.com) ("website").

1.2 This Cookie Policy should be read together with the terms and conditions posted elsewhere on our website, including our Privacy Policy and our website terms and conditions.

### 2. Cookies

2.1 A cookie is a small text file which includes a unique identifier that is sent by a web server to your computer, mobile phone or any other internet enabled device when you visit a website or mobile app. Cookies are widely used to make sites work efficiently and to collect information about users' online preferences. For simplicity, this Policy refers to cookies but we may use other similar technologies in the same way.

### 3. How do we use cookies?

3.1 We use cookies to record session information and provide our services to you. We use this information to make decisions about ways to improve the services we offer you by making browsing easier, providing a more personalised service, tailoring the recommendations and advertising that you see on our site, and our own analysis which helps us develop and improve our site.

3.2 We use all or some of the following categories of cookies on our website:

- (a) Essential cookies. These cookies are essential for parts of our website to operate. They enable you to move around our website and allow us to recognise you within our website so that we can provide you with the service that you have asked for such as remembering your sign-in details.
- (b) Functionality cookies. These cookies help us customise our site content based on your preferences. They remember choices you make, your language and the country you visit our website from. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.
- (c) Performance cookies. These cookies collect information on how you use our website in order to help us improve areas such as navigation and to help us fix technical issues or errors. For example, we use these cookies to help us understand how you arrive at our website, browse or use our website and highlight areas where we can improve. The information stored by these cookies never shows personal details from which your identity can be established.
- (d) Targeting cookies. These cookies collect information about your browsing habits in order to make advertising, and the content we deliver, more relevant to you and your interests. They are also used to limit the number of times you see an advert or particular content, as well as help measure the effectiveness of an advertising or marketing campaign. These cookies are usually placed by third party advertising

networks. They remember the websites you visit and that information is shared with other parties such as advertisers.

### 3.3 Google Analytics and Yandex.Metrica

- 3.3.1 This website uses Google Analytics, a web analytics service of Google Inc. ("Google"), and Yandex.Metrica, a web analytics service of Yandex llc. ("Yandex"). Google Analytics and Yandex.Metrica also uses "cookies". The information generated by the cookie about your use of this website will usually be transmitted to and stored by Google on a server in the United States and Yandex on a server in the Russia. Only in exceptional cases is the full IP address transmitted to Google servers in the United States and then shortened. On behalf of the operator of this website, Google and Yandex will use this information to evaluate your utilization of the website, to prepare reports about the activities on the website and to provide additional services to the operator of the website related to the utilization of the website and the use of the Internet.
- 3.3.2 You may refuse the storage of cookies by selecting the appropriate settings on your browser; however, please note that if you do so you may not be able to use the full functionality of the website. You may also prevent the collection of the data referring to you that are generated by the cookie (including your IP address) in relation to the use of the Website and the subsequent transfer to Google and the processing of these data by Google by downloading and installing the browser plug-in available at the following link <https://tools.google.com/dlpage/gaoptout/eula.html?hl=de>. In this case, an opt-out cookie is stored which prevents the future collection of your data when you visit the website.
- 3.3.3 Further information provided by Google and Yandex on terms and conditions of use as well as on data protection can be found under:
- <http://www.google.com/intl/de/policies/privacy/index.html>
  - [https://yandex.com/legal/metrica\\_eea\\_termsofuse/](https://yandex.com/legal/metrica_eea_termsofuse/)

### 4. How do I reject cookies?

- 4.1 At any time, you can prevent cookies from being set on your browser. For instructions on how to block, delete or disable any cookies, please consult your browser's 'Help' or 'Support' section. Please note that by deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our website.
- 4.2 Please consult the following links for information on cookie management and blocking according to your browser:
- (a) Explorer: <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>.
  - (b) Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
  - (c) Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
  - (d) Safari: [https://support.apple.com/kb/PH19214?locale=en\\_GB](https://support.apple.com/kb/PH19214?locale=en_GB)
- 4.3 You can find general information and opt-out resources at [youronlinechoices.eu](http://youronlinechoices.eu).

### 5. Changes to this Policy

- 5.1 From time to time, we may change and/or update this Cookie Policy. If this Cookie Policy changes in any way, we will post an updated version on this page. We recommend you regularly review this page to ensure that you are always aware of

our information practices and any changes to such. Any changes to this Cookie Policy will go into effect on posting to this page.

## 6. Contact Details

6.1 If you have any comments or questions about this policy and our use of cookies please contact us at [hello@esagency.com](mailto:hello@esagency.com).