

Cookie Notice of Hitno.com

(Effective from October 28, 2024)

About Cookies

We use cookies and similar tools (collectively, we call them "cookies") to provide our services, understand how our customers use our service to make improvements, serve advertising, including interest-based advertising, and share information about the use of our site with our analytics, advertising and social networks. We use cookies for several reasons, for example:

- We use basic or strictly necessary cookies to be able to remember items added to your shopping cart and recognize you when you log in to your account.
- We use social media cookies. You can register for membership on the platform and "share" the platform's content via social media such as Facebook and Twitter.
- We also use cookies to track and target the interests of Platform visitors in order to improve the experience on our Platform by researching visit patterns and conducting interest-based advertising; helping our partners track user visits to Platforms; and tracking the progress and participation in promotions and the success of our email marketing campaigns. For these purposes, we use basic and third-party cookies.

Categories

Cookies set by the owner of the site or application (in this case Hitno marketplace) are called "first party cookies". Cookies set by third parties other than the owner of the site or application are called "third party cookies". Third-party cookies allow you to provide third-party features or capabilities on or through the website (for example, advertising, interactive content and analytics). The parties installing these third-party cookies may recognize your device both when visiting the relevant website and when visiting some other websites.

According to the functions, the cookies we use are classified as follows:

Necessary cookies: These cookies are strictly necessary to ensure access and use of our Platform. They provide the necessary functionality to ensure proper performance, security and functionality of our Platform. These cookies cannot be disabled.

Types of cookies	Who is serving these cookies?	How to opt out
Basic cookies:	hitno.com https://www.hitno.com/ hitno-cookie hitno_cart hitno_cart_now hitno_country hitno_marketplace_session hitno_token hitno_redirect autocomplete-filters autocomplete-filters-item hitno_cart_now_status hitno_tie bookmarks hitno-demo hitno-service-unavailable hitno_auth_verification hitno_city XSRF-TOKEN	Basic cookies cannot be disabled.

Analytics Cookies: These Cookies collect information in aggregate form to help us determine and understand how users interact with and use our Platform. We use this information to help us to improve and optimize our Platform and its security.

Types of cookies	Who is serving these cookies?	How to opt out
Analytics Cookies:	<p>hitno.com https://www.hitno.com/</p> <p>_ga, _gat, _utma, _utmb, _utmc, _utmt, _utmz</p> <p>Google Analytics (please see below for further information) https://policies.google.com/privacy https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage</p>	To refuse these Cookies, please follow the instructions below under the heading "How can I control Cookies?"

Personalization/Advertising Cookies: These Cookies are used to make advertising messages more relevant to you. They also perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Types of cookies	Who is serving these cookies?	How to opt out
Personalization / Advertising Cookies:	<p>hitno.com https://www.hitno.com/</p>	To refuse these Cookies, please follow the

	Facebook http://www.facebook.com X http://www.twitter.com Google http://www.google.com	instructions below under the heading "How can I control Cookies?"
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Marketing Cookies: Marketing Cookies help us to ensure that provide you with more targeted and relevant marketing. We will also use marketing Cookies to evaluate the effectiveness of our marketing communications by monitoring open rate and conversions.

Types of cookies	Who is serving these cookies?	How to opt out
Marketing Cookies:	hitno.com https://www.hitno.com/ Google https://www.google.com Facebook https://www.facebook.com	To refuse these Cookies, please follow the instructions below under the heading "How can I control Cookies?"

Social Media Cookies: These Cookies are used to enable you to share pages and content that you find interesting on our Platform through third party social networking and other websites. These Cookies may also be used for advertising purposes too.

Types of cookies	Who is serving these cookies?	How to opt out
Social Networking Cookies:	<p>hitno.com https://www.hitno.com/</p> <p>Facebook http://www.facebook.com</p> <p>X http://www.twitter.com</p> <p>Pinterest https://www.pinterest.com</p> <p>Instagram https://www.instagram.com</p>	To refuse these Cookies, please follow the instructions below under the heading "How can I control Cookies?"

Additional information about cookies

What about other tracking technologies like web beacons?

Cookies are not the only way to recognize or track visitors to our Platform. From time to time, we may use other, similar technologies, such as web beacons (sometimes called "tracking pixels" or "transparent gifs"). These are small image files that contain a unique identifier that allows us to recognize when someone visited our Platform or opened an email we sent. This allows us, for example, to track user traffic patterns from one page of our Platform to another, deliver or interact with cookies, understand whether you have switched to our Platform from online advertising displayed on a third-party website, improve site performance and measure the success of email marketing campaigns. In many cases, these technologies depend on cookies to work properly, so rejecting cookies will make them worse.

How can I control cookies?

Optional cookies allow you to get an improved experience when using certain features of the Hitno Marketplace. Please note that if you choose to block cookies, you will not be able to log in or use these features, and settings that depend on cookies may be lost.

You can manage cookies using our cookie management Cookie settings are available on our platform.

You can also manage your preferences by configuring the privacy settings of the browser you use to access the Platform, or the "privacy settings" of your device. Since the means by which you can opt out of cookies through your web browser's controls vary from browser to browser, you should visit your browser's help menu for more information. If you set up privacy settings in the browser, your mobile device will continue to collect data until you set up the device's privacy settings, and vice versa.

Some functions of the Platform depend on cookies. Please note that if you choose to block cookies, you will not be able to use these features, and any settings that depend on cookies may be unavailable or lost.

Google Analytics (Additional Information) Our Platform uses Google Analytics, an Internet analytics service provided by Google, Inc. ("Google"). Google cookies allow us to analyze the use of the Platform by telling us which pages our users are viewing, which are the most popular, what time of day our Platform is visited, whether users have visited our Platform before, from which website users are redirected to our Platform, etc. The data generated by the cookie about your use of the Platform will be transmitted to Google and stored by Google on servers in the United States.

The platform uses an IP anonymization tool so that IP addresses are truncated within the EEA or the UK. In some cases, the non-truncated IP address may be transmitted to Google servers in the USA and then truncated there.

Google uses data on behalf of Hitno Marketplace to evaluate your use of the Platform, to compile reports on site activity for site operators and for other services of site activity and Internet usage. Google may disclose this information to third parties in accordance with the terms of the law or for further processing by third parties on behalf of Google. For more information about Google Analytics cookies, visit: Google Help pages and Privacy Policy: Google Privacy Policy: <https://policies.google.com/privacy>; and the Google Analytics Help Center: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usag>
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You can block cookies through your browser settings; however, this may lead to problems using some functions of the website. Through the Google Analytics Opt-out add-on, you can opt out of using Google Analytics from now on through your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=en>

More information can be found here:

<https://support.google.com/analytics/answer/6004245>

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