

Cookie Policy

Effective Date: 2026 April 15

1. General Information

UAB Etapay (hereinafter referred to as "we", or "Data Controller") is the operator of this website. This Cookie Policy explains how we use cookies and similar technologies to process personal data when you access or use our website. The policy applies across all devices (computer, smartphone, tablet, etc.) used to access our services.

2. Data Controller Contact Details:

Company: UAB Etapay

Legal Entity Code: 304932396

Address: S. Moniuškos g. 27-4, Vilnius, Lithuania

Email: hello@eta-pay.com

3. What Are Cookies?

In this policy, the term "cookies" includes cookies as well as other similar tracking technologies, such as pixel tags, web beacons, and clear GIFs. Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work or work more efficiently, as well as to provide information to the site owner.

4. Why Do We Use Cookies?

We use cookies to:

- Ensure the functionality and security of our website
- Understand how visitors interact with our website
- Personalize content and ads
- Improve user experience by remembering preferences
- Measure the effectiveness of marketing efforts

5. Types of Cookies We Use

We use the following categories of cookies:

Necessary Cookies. These cookies are essential for the website to function properly and cannot be disabled in our systems. They are usually set in response to actions made by you, such as logging in, filling out forms, or setting your privacy preferences.

Purpose:

- Ensure core site functionality
- Enable secure login and navigation
- Store cookie consent preferences

Legal basis: Legitimate interest (GDPR Art. 6(1)(f))

Examples of data collected: Session IDs, consent choices, authentication tokens

Preferences Cookies. These cookies enable the website to remember choices you make, such as your language, region, or customized interface settings, to provide a more personalized experience.

Purpose:

- Save user preferences for future visits
- Improve usability and accessibility
- Personalize content display based on prior settings

Legal basis: User consent (GDPR Art. 6(1)(a))

Examples of data collected: Language settings, time zone, region, device type

Statistics Cookies (Performance/Analytics). These cookies help us understand how users interact with our website by collecting and reporting information anonymously or pseudonymously.

Purpose:

- Monitor site performance
- Analyze navigation paths and interaction behavior
- Identify and fix usability issues

Legal basis: User consent (GDPR Art. 6(1)(a))

Examples of data collected: Page views, session duration, bounce rate, click activity, user ID (pseudonymous)

Marketing Cookies. Marketing cookies are used to track visitors across websites. The purpose is to display ads that are relevant and engaging for the individual user and more valuable for publishers and advertisers.

Purpose:

- Deliver targeted advertisements
- Build user interest profiles
- Track effectiveness of advertising campaigns

Legal basis: User consent (GDPR Art. 6(1)(a))

Examples of data collected: IP address, device/browser data, ad interactions, cross-site activity, unique identifiers

6. Data Collected by Cookies

Depending on the type of cookie, the following data may be collected:

- IP address
- Device and browser information
- User preferences and session IDs
- Browsing behavior (e.g., pages visited, time spent)
- Traffic sources (e.g., campaign parameters)
- Unique identifiers for user tracking or analytics

A detailed list of the cookies used is provided in Section 9.

7. Your Consent and Choices

Upon visiting our website, you can choose whether to allow or reject non-essential cookies through our Privacy Preferences tool. You can also withdraw your consent at any time by revisiting the Privacy Preferences tool.

Please note: Disabling certain cookies may impact your experience and access to some website functionalities.

8. Third-Party Cookies

We allow certain third parties to place cookies on your device to provide services, improve user experience, analyze website traffic, and deliver personalized advertising. These third-party cookies are controlled and managed by the respective organizations and are therefore subject to their own privacy and cookie policies.

While we make reasonable efforts to list and describe all third-party cookies used on our site, we do not control how third parties use the data collected through their cookies. We recommend that you review their respective privacy policies for more detailed information. The use of third-party cookies, except for strictly necessary ones, is **based on your explicit consent**, which you provide through our cookie consent banner.

You can withdraw your consent at any time through the cookie settings available on our website. These cookies may collect various types of personal data, including your IP address, browsing behavior, device type, and approximate location.

Some of the third parties involved may be located outside the European Economic Area (EEA), and as a result, personal data collected through cookies may be transferred outside the EU/EEA. Such transfers are carried out in compliance with

the General Data Protection Regulation (GDPR), typically based on appropriate safeguards such as Standard Contractual Clauses (SCCs) or other approved mechanisms.

Before you agree to third-party cookies, it's important to take a moment to understand what you're consenting to and how it may affect your privacy. You should consider reading the cookie policy, as well as the privacy policies of the third-party providers listed, to see what kind of data is collected, for what purposes, and whether any of it may be transferred outside the European Economic Area. Think about whether you're comfortable with your data potentially being used for things like profiling, targeted advertising, or analytics. By reviewing who these third parties are and the types of cookies they use -whether for marketing, statistics, or functionality - you can make an informed choice. If you have any concerns about data sharing or international transfers to countries with different data protection standards, you can always decline non-essential cookies or manage your preferences through the cookie settings.

GIVING CONSENT MEANS MORE THAN JUST CLICKING "ACCEPT" - IT MEANS UNDERSTANDING AND FEELING CONFIDENT IN THE DECISION YOU'RE MAKING.

Also, as a data subject under the GDPR, you have the right to access your personal data, request its rectification or erasure, restrict or object to its processing, and lodge a complaint with your national data protection authority if you believe your rights have been violated. You can learn more about how we process your personal data and how you can exercise your rights as a data subject in our Privacy Policy.

9. Cookie Table

Cookie Name	Storage Period	Description	Data Collected	Third Party Involvement	Third Party Privacy Policy	Data Transfer Outside EU/EEA	Data Transfer Mechanism
Necessary							
__session	5 minutes	Maintains user session (authentication, state)	Session identifier (token), user-related state	-	-	No	-
CookieConsent	1 year	Stores the user's cookie consent state for the current domain	Consent status	Cookiebot	https://www.cookiebot.com/en/privacy-policy/	No	Standard Contractual Clauses (SCCs)
Preferences							
il8n	1 month	Stores the user's selected language preference to ensure the website is displayed in the chosen language	Language code selected	-	-	No	-
Statistics							
_ga	1 year	Distinguishes users by assigning a unique identifier for analytics purposes	Pseudonymous user ID, interaction data (pages visited, timestamps, device/browser info)	Google LLC	https://policies.google.com/technologies/partner-sites	Yes	Standard Contractual Clauses (SCCs)



_ga_BGS1PB BX3X	1 year	Maintains session state and tracks user interactions for a specific GA4 property	Session ID, engagement data, event timestamps, interaction metrics	Google LLC	https://policies.google.com/technologies/partner-sites	Yes	Standard Contractual Clauses (SCCs)
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This policy is reviewed periodically and updated as necessary to remain compliant with data protection laws and best practices.