

COOKIE POLICY

1. Introduction

This Cookie Policy describes the manner in which **Boulevard Success E.E. – Marketing & Advertising Services**, having its registered office at 254 Petrou Ralli Street, 18454 Nikaia, Attica, Greece (hereinafter the “Company”), uses cookies and similar technologies in connection with the operation of its online gaming and contest platform (hereinafter the “Platform”).

This Cookie Policy constitutes a supplementary document to the Company’s Privacy Policy and should be read in conjunction with it.

2. What Are Cookies?

Cookies are small files or pieces of information that are stored in a user’s browser or device when the user visits a website.

Depending on their category and function, cookies may be used for the secure and proper operation of an online service, the maintenance of a user session, the storage of user preferences, or the performance of statistical and other analyses.

Certain cookies may be associated with information relating to a specific user and, depending on their nature and use, may fall within the applicable data protection and electronic communications framework.

3. Cookies Currently Used

At the time of issuance of this Cookie Policy, the Platform uses **only strictly necessary cookies**, which are required for the secure and proper operation of the Platform and, where applicable, for the management and maintenance of the user session.

These cookies are not used for advertising targeting or user profiling purposes.

4. Strictly Necessary Cookies

Strictly necessary cookies are technically required for the operation of the Platform and, to the extent that they fall within the relevant legal exemptions, do not require the user’s prior consent.

They may be used in particular for:

- the secure operation of the Platform;
- the management and maintenance of the user session;
- the prevention of malicious activities and misuse;

- the protection of the security and integrity of the Platform; and
- supporting the proper operation of the Platform's technical mechanisms.

Disabling strictly necessary cookies may affect the proper functioning of the Platform.

5. Optional Cookies – Future Use

At the time of issuance of this Cookie Policy, the Platform **does not use optional cookies** for preference management, statistical analysis, or commercial/advertising targeting purposes.

If such technologies are introduced in the future, the Company will update this Cookie Policy and implement the required information and consent mechanism before their installation or activation, where required by applicable law.

5.1 Preference Cookies

In the future, cookies may be used to store user preferences, such as language, display settings, or other personalised preferences.

5.2 Statistical Analysis Cookies

In the future, cookies may be used to analyse the use and traffic of the Platform, with the purpose of improving its functionality and the services provided.

5.3 Commercial/Advertising Cookies

At the time of issuance of this Cookie Policy, the Platform **does not use commercial or advertising targeting cookies**.

Any future introduction of such technologies will be communicated through an updated Cookie Policy and will be subject to the consent requirements provided for under applicable law.

6. Affiliate / Influencer Tracking

At the time of issuance of this Cookie Policy, the Platform **does not use cookies or other technologies that store or access information on the user's device for affiliate or influencer tracking purposes**.

The Company may use different URLs provided to partners or influencers which lead to the same content of the Platform.

In such cases, the Company may record **only an aggregate numerical count of visits** made through the relevant URL, exclusively for the purpose of internally evaluating the effectiveness of the relevant promotional activity.

This numerical count:

- is not linked to a specific user;
- is not linked to a specific device;
- is not linked to a specific user session;
- is not linked to participation in a contest;
- is not linked to a score or ranking;
- is not used for user identification or profiling; and
- does not require the storage of or access to information on the user's device.

The recording of the aggregate number of visits through such URLs does not constitute a mechanism for personalised user tracking.

If, in the future, a mechanism is implemented that associates visits, devices, participation, or other data with a specific partner or influencer, the Company will update this Cookie Policy and, where required by applicable law, obtain the necessary consent in advance.

7. Consent Mechanism – Cookie Banner

At the time of issuance of this Cookie Policy, since the Platform uses only strictly necessary cookies, users are not required to choose between different categories of cookies.

User information may be provided through a relevant banner or other appropriate mechanism, containing the following wording:

We use strictly necessary cookies for the secure and proper operation of the Platform and, where applicable, for the management of the user session.

At the time of issuance of this Cookie Policy, we do not use optional cookies for statistical analysis or commercial/advertising targeting.

For more information, please read our Cookie Policy and Privacy Policy.

Button: “OK”

Strictly necessary cookies are displayed as:

☒ **Always Active**

8. Future Mechanism for Managing Optional Cookies

If optional cookies requiring prior consent are activated in the future, the Platform will provide an appropriate consent management mechanism (Cookie Banner / Cookie Settings).

Depending on the functionality of the relevant mechanism, users will be able to:

- accept all optional cookies;
- reject all optional cookies;
- select specific categories of cookies;
- modify their choices; and
- withdraw their consent.

Indicatively, the future mechanism may include the following categories:

Preference Cookies

Used to store user preferences, such as language and display settings.

Statistical Analysis Cookies

Used to understand how the Platform is used and to improve its functionality.

Marketing Cookies

Used for future commercial or advertising purposes.

Optional categories will only be activated after the required consent has been provided, where such consent is required by applicable law.

9. Withdrawal and Management of Consent

Where consent is required for the use of optional cookies, users may withdraw or modify their consent at any time through the available cookie management mechanism.

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

10. Storage Duration

Cookies may be:

- **Session cookies**, which are deleted when the relevant user session ends or the browser is closed, depending on the technical implementation; or
- **Persistent cookies**, which remain stored for a specific period of time.

The duration of each cookie is determined according to its purpose and technical function and is limited to the period necessary for that specific purpose.

11. Third-Party Cookies

At the time of issuance of this Cookie Policy, the Company does not use optional third-party cookies for statistical analysis or commercial/advertising targeting purposes.

If third-party services involving the installation or use of cookies or similar technologies are introduced in the future, the relevant information will be included in the updated Cookie Policy and the required information and consent procedures will be implemented.

12. Managing Cookies Through the Browser

Users may manage or delete cookies through their browser settings.

Disabling strictly necessary cookies may affect the proper functioning of the Platform or the ability to use certain of its features.

13. Changes to the Cookie Policy

The Company may amend this Cookie Policy, in particular due to:

- changes in applicable legislation;
- technological developments;
- changes to the functionality of the Platform;
- the introduction of new tools or services; or
- changes in the manner in which cookies and similar technologies are used.

The applicable version will be published on the Platform and shall take effect from the date of its publication, unless otherwise specified.

14. Contact

For any matter relating to this Cookie Policy, users may contact the Company through the contact details published on the Platform.

15. Applicable Law

This Cookie Policy is governed by applicable Greek and European law, including Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR) and applicable legislation concerning electronic communications.

FUTURE USE PROVISION – COOKIE SETTINGS

If optional cookies requiring consent are introduced in the future, the relevant mechanism may include:

Strictly Necessary Cookies

☒ Always Active

Preference Cookies

☐ Enable

Statistical Analysis Cookies

☐ Enable

Marketing Cookies

☐ Enable

By selecting “Accept All”, the user will consent to the use of optional cookies in accordance with the Cookie Policy applicable at that time. Consent may be withdrawn or modified at any time through the cookie settings.

The consent mechanism will record, to the extent required and permitted by applicable law, the user’s choices and the necessary information for documenting such consent.

Note: The above settings concern future use only and do not mean that the relevant optional categories of cookies are used at the time of issuance of this Cookie Policy.