

COOKIE POLICY

Last updated: [go-live date]

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, helping you understand and manage them as you wish.

What is a cookie and how we use cookies?

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a "device") web browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your web browser if your browser's preferences allow it. Many websites do this whenever a user visits their website in order to track online traffic flows.

How we use cookies?

We use cookies that are essential in order to provide our services

Some cookies are essential for us to use in order to provide you with the services you have requested. These cookies will be used to manage the delivery of any web services requested by you and if you do not accept these cookies, you may not be able to receive services that you have requested e.g. access secure areas of our websites or make online payments.

We use functionality cookies

We use functionality cookies to remember your preferences on our websites (such as your crypt ID, language or the region you are in) and provide enhanced, more personal features. Please note that if you delete these cookies from your browser, we will no longer be able to remember your preferences or remember your log in details or provide you with the content you have requested.

We use performance cookies

These cookies help to improve the performance of the website. These will help us to reduce the network bandwidth by not fetching data again if it is already stored on your device. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, then we will have to request the data again every time you visit the site and will delay the experience. They are only used to improve how our website works and provide a better user experience.

We use web analytics

This website uses Google Analytics which is the most widely used web analytics service on the internet. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. We use the information to compile reports and to make our website run more efficiently.

The data collected will generally be aggregated to provide trends and usage patterns for business analysis, site/platform improvement and performance metrics. The type of information we collect includes how many visitors visit our websites, how many customers log in, when they visited, for how long and which areas of our websites and services. They help us to know which pages are the most and least popular and see how visitors move around the site.

We use cookies for advertising purposes

In order to improve our services, we are working with third party companies, using third party cookies to identify your interests on our products so that we can provide advertising that is the most relevant and useful to you. Our partners known as service providers are authorized to place third party cookies or use other technologies on our websites and tools with our permission, just based on your consent. If you do not allow these cookies, you will experience less targeted advertising, if any.

How can I change my cookies settings?

You do have choices about how cookies are used and your cookie settings can be changed at any time by visiting the Cookies Settings page. Please be aware that it is not possible to use our website without the essential cookies, necessary for providing you with the best possible service, for maintaining the security requirements or for guaranteeing any legal requirements, can't be turned off.

You can control cookies from your browser

If you wish to block cookies from your browser software, please check the browser help menu for relevant instructions.

For more information on how to control cookies via your web browser, please visit <http://www.allaboutcookies.org/manage-cookies/stop-cookies-installed.html>.

Unfortunately, if you choose to block cookies, some of the interactive features and some functionalities of our websites and our services may not be available to you.

Contact us

For any additional information about use of cookies, please contact us at dataprivacy@betssongroup.com.