



Cookie Policy

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Fittery Netherlands B.V.

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Introduction

This Cookie Policy explains how Fittery uses cookies and similar technologies to recognize you when you visit our websites and use our mobile applications ("Site"). We explain what these technologies are, why we use them, how we allow you to manage the extent of your consent to cookies and your rights to manage our use of them.

What are cookies?

Cookies are small data files that are installed on your computer or mobile device when you visit a website. Website owners commonly use cookies to make their websites work or to function more efficiently, as well as to provide reporting information.

Cookies placed by the website owner (in this case, Fittery) are referred to as "first-party cookies." Cookies placed by parties other than the website owner are called "third-party cookies." Third-party cookies enable the provision of third-party features or functionality on or through the website (such as advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when you visit the respective website and when you visit certain other websites.

Why do we use cookies?

We use both first-party and third-party cookies for various reasons. Third parties may place cookies through our Sites for advertising, analytics, and other purposes. These are described in more detail below. The purposes of the first-party and third-party cookies that are placed through our Sites are described below:

Essential cookies: These cookies are strictly necessary to provide you with the services available through our Sites and to use certain features of the Sites, such as access to secure pages.

Performance cookies and functional cookies: These cookies are used to enhance the performance and functionality of our Sites but are not essential to their use. However, without these cookies, certain features may not be available.

Analytics cookies and user interface customization cookies: These cookies collect information that is used either in aggregate form to help us understand how our Sites are being used and how effective our marketing campaigns are, or to help us customise our Sites for you.

Advertising cookies: These cookies are used to make advertising messages more relevant to you and perform functions such as preventing the same ad from continuously appearing and, in some cases, selecting and displaying ads across the internet based on your interests.

Social network cookies: These cookies are used to enable you to share pages and content that you find interesting on our Sites through social networks and other third-party websites. These cookies may also be used for advertising purposes.

What about other tracking technologies?

Cookies are not the only way to recognize or track visitors to a website. Occasionally, we may use other similar technologies, such as web beacons (also known as "tracking pixels" or "clear gifs"). These are small graphic files that contain a unique identification code, allowing us to determine when someone has visited our Sites or opened an email that we have sent. For example, we can track user traffic patterns from one page within our Sites to another, set or communicate cookies, determine if you visit our Site from an online advertisement displayed on a third-party website, improve the performance of our site, and measure the success of email marketing campaigns. In many cases, these technologies rely on cookies to function properly, and refusing cookies will impact their operation.

Our mobile applications may also include third-party application software development kits that collect performance data of the mobile applications, analytics data, provide bug reporting features, and provide APIs to third parties to assist in the provision of the Site, social media functionality, and marketing and advertising.

Does Fittery engage in targeted advertising?

As described above, third parties may place cookies on your computer or mobile device through the Sites for advertising purposes. These companies may use information about your visits to these and other websites to display relevant advertisements regarding goods and services that may interest you. They may also use technologies to measure the effectiveness of advertising. They may do this by using cookies or web beacons to collect information about your visits to these and other sites, in order to display relevant advertisements regarding goods and services that may interest you. With the information collected through these cookies and web beacons, neither we nor third parties can identify your name, contact information, or other personal data unless you choose to share such information with us.

How can I manage cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your preferences regarding third-party cookies by adjusting the settings of your web browser to refuse or accept cookies. If you choose to reject cookies, you can still use our Site, although access to certain functionalities and parts of our website may be limited. This may adversely affect your overall user experience as the Site will not be customised to your preferences, and you will be unable to save personal settings such as login information. As the method for refusing cookies through your web browser settings may vary by browser, we recommend consulting the browser's help menu for more information. To withdraw consent for cookies, users can disable cookies by changing their browser settings.

Additionally, most advertising networks provide a way to opt out of targeted advertising. We use Google cookies for analytics and marketing purposes. You can opt out of tracking by Google through Google Ads settings, Ad settings for mobile apps, or other available methods. Google also provides an Analytics opt-out plug-in for the web.