

Cookie Policy

The website www.betmaster.ee uses cookies.

Cookies are used for the general functioning of the website, statistics, content personalization and marketing.

This Cookie Policy sets out how our website ('We' or 'Betmaster' or 'Website') use cookies. Please take the time to read and understand this Cookie Policy which has been provided for your information, as a user of this Website ('You' or 'User' or 'Visitor'), for transparency purposes on our use of cookies.

What are cookies?

A cookie is a small piece of data that a website you visit asks your browser to store on your system. Cookies allow the website or a third-party to "remember" your actions or preferences over time and make the service more useful to you and your next visit easier. Most browsers support cookies, but you can delete the cookies, or prevent them from being saved. Unless you have adjusted browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our Website.

What are the types of cookies we use?

Necessary Cookies: Necessary cookies help make our Website usable by enabling basic functions, such as page navigation and access to secure areas of the Website. The Website cannot function properly without these cookies, and are strictly necessary to provide our online service. They can also be placed to comply with a legal obligation. Necessary cookies are session cookies, and expire once you close your browser. Necessary Cookies that are used on this Website may include the following:

- **Authentication cookies:** These allow us to identify you once you have logged in to your account;
- **User-input cookies:** These allow our Website to keep track and remember your input when filling online forms;
- **User-Interface Customisation cookies:** These cookies allow to save your language and/or font preferences.

Non-Necessary Cookies: these are any cookies that do not fall within the definition of necessary cookies. Non-Necessary cookies require your consent. Such non-essential cookies used on this Website include the following:

- **Advertisement cookies:** These cookies help us serve relevant and effective ads, specific to your interests. They also help us provide aggregated auditing, research, and reporting for advertisers. These cookies help tailor advertising of our products when you visit other third-party websites;
- **Third-party cookies:** In certain instances, we use third party cookies, which are cookies provided by parties other than by us. We always ensure that these parties are reputable and will respect your privacy. We make use of the following third-party persistent cookies:
 - I. **Analytic/Performance Cookies:** Such cookies help us measure how users interact with our Website by collecting information on clicks, time spent on the Website, pages visited on the Website, frequency, which browser is used, and whether a User visits a third-party site. The feedback received through these

cookies is solely used to improve the Website. Statistics and analytical data are useful tools for us to provide a better product for our Users and to make our business predictions more accurate. You have the option to stop us from collecting these cookies when you visit our Website by disabling cookies on your browser. Further information on how this can be done, may be found below.

- II. **Advertisement cookies:** These cookies allow us to advertise to visitors relevant products and services;
- III. **User Experience cookies:** These cookies are used in order to improve your experience on our Website by fixing any issues that might arise with regards to content or accessibility. We may place social media buttons and/or plugins on the Website that allow you to connect with your chosen social network. In order to work, the social network (such as Facebook, LinkedIn or Twitter) will set cookies through our Website which may then be used to enhance your profile on the social networking site or otherwise contribute to the data they hold for the purposes outlined in their respective privacy policies.

How do we use Cookies?

Betmaster uses several different types of cookies on the Website. Many of the cookies we use are necessary for the basic functionality of the website. Cookies that remember who the visitor is – are called persistent cookies. Additionally, there are session cookies, which are deleted after the browser is closed, advertisement cookies, which are used to deliver targeted content and third party cookies, which are not regulated by us but are regulated by the service provider, in order to provide the optimal experience. Blocking third party cookies may result in limited functionality or complete inaccessibility of the website.

How to Control Cookies

When you access our website for the first time, you can choose which cookies you wish to accept or reject. The experience on our Website is highly dependent on the types of cookies you has decided to accept. Some cookies must be accepted in order for our Website to work properly. To do this we store the necessary cookies on your computer, the said cookies can be used to find the session and your data stored on our server.

It is possible to delete all cookies that have already been placed on your system, or to completely prevent the process of saving cookies on your system. If this is done, it may be necessary for you to manually reconfigure preferences on each visit, moreover, some functions may stop working. To find out how to delete cookies, or to prevent cookies from being saved click [this](#).

We require your consent for all non-essential cookies, which is acquired by ticking the pop-up box upon accessing the website.

Changes to the Cookie Policy

We may update this Policy from time to time. If we make significant changes, we will let you know but please regularly check this Policy to ensure you are aware of the most updated version.

Cookies list

The following list contains cookies that are used on our Website:

Necessary

Name	Service Provider	Purpose	Expiry
return_url	Betmaster	Redirect the user after login	30 Minutes
sid	Betmaster	Issue an ID for the user	14 Days
csrftoken	Betmaster	For website protection purposes	1 Month
sign_in_phone	Betmaster	To display relevant information after logging in	1 Day
sign_in_email	Betmaster	To display relevant information after logging in	1 Day
ma_token	Betmaster	To link information to the user	After closing the browser

Persistent

Name	Service Provider	Purpose	Expiry
lang	Betmaster	To remember the preferred language	100 Days
hide_sign_up_email	Betmaster	To hide the email of the user who is signing up after being brought in by a partner	365 Days
hide_sign_in_email	Betmaster	To hide the email of the user who is signing in after being brought in by a partner	365 Days
hide_app_info	Betmaster	To hide information about the application after being brought in by a partner	365 Days
hide_aff_link	Betmaster	To hide affiliate link after the user is brought in to the website by a partner	365 Days
hide_welcome_banner	Betmaster	To hide welcome banner if the user is brought in to the website by a partner	365 Days
market	Betmaster	To display correct information based on the location of the user	3 Days

Advertisement

Name	Service Provider	Purpose	Expiry
promocode	Betmaster	Give the articles that are related to the promotion	3 Days
partner_code	Betmaster	Give the articles that are related to the promotion	3 Days

Third Party

Name	Service Provider	Purpose	Expiry
ga	Google	To track website traffic and compile reports	1 Day
speedcurve	SpeedCurve	To collect information regarding the performance of web applications	30 Minutes

hotjar	Hotjar	To track users' behaviour during the use of the website	30 Minutes
fz	Finteza	To track and evaluate traffic	20 Years
intercom-id-[app_id]	Intercom	Unique anonymous identifier	N/A - stored locally
intercom-session-[app_id]	Intercom	Identifier for each unique browser session. This cookie is generated for each successful request to boot or update a user. It gives the user access to their previous conversations and identifies them in the Messenger.	1 week
intercom-device-id-[app_id]	Intercom	Identifier for each unique device that interacts with the Messenger. The expiry time is extended on each successful ping for another 9 months. Cookie is used to determine the unique devices interacting with the Intercom Messenger to prevent abuse.	270 days

Not Categorized

Name	Service Provider	Purpose	Expiry
os	Betmaster	To identify the OS of the user	3 Days
src	Betmaster	To identify what browser/app the user is using	3 Days
email	Betmaster	Automatically input email of the user who is coming from a partner link	3 Days
phone	Betmaster	Automatically input phone number of the user who is coming from a partner link	3 Days