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COOKIES POLICY

We, rova – Travel eSIM & Data (hereafter 'we' or 'rova') use cookies and similar technologies, (referred to collectively as "Cookies") on our website www.rovaesim.com (hereafter referred to as the "Website" or the "Site") and rova – Travel eSIM & Data App (hereafter referred to as the "App").

This Policy explains what cookies are, how we use cookies, how third parties may use cookies, your choices regarding cookies and further information. This Policy is provided only for the aforementioned Website and App, with the exclusion of other websites that may be accessed by the user via links.

What are cookies

A cookie is a small piece of data downloaded and stored on a user's device as a text file when visiting a website or app.

Cookies allow our Website or App to recognise a user's device and store some information about the user's preferences or past actions. Further, Cookies help us to monitor the traffic to the Website or App, improve our services and make it easier and/or more relevant for your use. Based on your active and clearly given consent, we may use cookies to help us show you more relevant and desirable information.

Cookies are separated into the following categories:

1. First-party cookies: First-party cookies are put on your device directly by the Website or App you are visiting.

2. Third-party cookies: these cookies are placed on your device, not by the Website or App you are visiting, but by a third party. This usually occurs when the Website incorporates elements from other Websites, such as images, social media plugins or advertising. When the browser or other software fetches these elements from other websites, they can set cookies as well.

Some cookies may be necessary for the provision of a service, in which case they have to be used. These are indicated as 'strictly necessary'.

Other optional cookies may be desirable to improve your experience, such as functionality, statistics and marketing cookies, in which case we will ask you for your consent to use them and to allow us to store and access the information stored.

How we use cookies

We use cookies to improve your user experience, enable certain functions of the Site and the App, such as navigation and access to secure areas, aggregate statistics about the number of visitors, and obtain data about how the Website and the App are being used. Cookies may either be deleted automatically when the user closes the web browser or the App (so-called

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"session cookies") or stored on the user's device to facilitate future visits to the Website or App (so-called "permanent cookies"). Permanent cookies will also be automatically deleted after a specified period of time.

What cookies do we use

We may use the following types of cookies: Strictly Necessary, Functionality, Statistics and Marketing Cookies. To better understand their function, the purposes for which the data are collected and how long data collected by cookies are kept, please see our cookie banner.

The following provides further information regarding the cookies used on our website (please note that the names of the cookies may change over time):

(i)   *Strictly Necessary Cookies*
These Cookies are essential to enable you to navigate and use the features of the Website and App. Without these Cookies, you may not be able to take full advantage of our services or features, such as adding items to the shopping basket, logging in or filling in forms. The Website will not perform as smoothly for you as we would like. These cookies do not store any personally identifiable information. By law, we do not need to obtain your consent in order to use these cookies.

(ii)   *Functionality Cookies*
These cookies enable the Website and the App to provide enhanced functionality and personalisation by remembering choices you make (such as your username or ID, language preference, or the area or region you are in). They may also be used to provide services you have asked for, such as watching a video. They may be set by us or by third-party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.

(iii)   *Statistics Cookies*
These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Site and App. They help us to know which pages are the most and least popular, see how visitors move around the Site and App, and whether they clicked on a link. This lets us know where we are doing well, and where we can improve, as well as making sure the pages load quickly and display properly. Information collected includes, for example, the Internet browsers and operating systems used, the domain name of the Website previously visited, the number of visits, the average duration of visit, and pages viewed. All information these cookies collect is aggregated and, therefore, anonymous. If you do not consent to these cookies, we will not know when you have visited our Website and App and will not be able to monitor its performance and enhance your experience.

(iv)   *Marketing Cookies*
Marketing cookies are used to track visitors across websites. The intention is to deliver advertisements that we believe are relevant to you and your interests. For example, we may use marketing cookies to customise the advertising content, to conduct interest-based

advertising, to limit the number of times you see the same advertisement and to conduct market research.

Links to other websites

When using our Website, you may be directed to other Websites for activities such as surveys or to view content hosted on those sites, such as an embedded video or news article, etc. These Websites may use their own cookies. We do not have control over the placement of cookies by other Websites you visit, even if you are directed to them from our website.

In case of Cookies generated or placed by third parties, we have no control over the encrypting of the data stored therein or over the access to the information, or over the cross-referencing thereof with other information details, and such uses are subject to the privacy policy of such third parties. Therefore, if you do not want cookies placed by third parties on your device or computer, you may disable cookies in the browser installed on them.

Your choices regarding cookies?

When you visit our Website or our App, you will be requested to accept or manage your cookie settings. We can store cookies on the user's device if they are strictly necessary for the operation of this Site, however, for all other types of cookies, we need to obtain the consent of the user.

If you delete or refuse cookies you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

How to delete cookies

You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

Changes to this Policy

We may update this Policy from time to time. The most recent version of the policy will be available on our Website and App.