

COOKIE POLICY - ADPRODEX PLATFORM

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Red Blu Digital Advertising UG

Terminalstrasse Mitte 18, CAP 85356 München-Flughafen, Germany

Commercial Register (Amtsgericht München): HRB 297052

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1. WHAT ARE COOKIES

Cookies are small text files that websites visited by users send and record on their computer or mobile device, only to be transmitted back to the same websites on subsequent visits. Thanks to cookies, the platform remembers the user's actions and preferences (such as login data, selected language, font size, other display settings, etc.) so they do not have to be indicated again when the user visits the site again or navigates from page to page.

2. TYPES OF COOKIES USED BY THE PLATFORM

In order to ensure maximum confidentiality and security for our Partner Companies, the **ADPRODEX** Dashboard uses **exclusively first-party technical and functional cookies**. No profiling or advertising tracking cookies from third parties are used within the administrative panel. Active cookies include:

- **Session Cookie (adprodex_session)**: essential to identify the authenticated user within the Backend and maintain the active work session. It is automatically deleted when the browser is closed.
- **Security Cookie (XSRF-TOKEN)**: used to prevent Cross-Site Request Forgery computer attacks, ensuring the security of transactions and account data.
- **Preference Cookie**: used to store the interface display language selected by the Dashboard user.

3. LEGAL BASIS OF PROCESSING AND CONSENT EXEMPTION

Pursuant to the EU GDPR and the German Telecommunications Telemedia Data Protection Act (§ 25 para. 2 TDDDG/TTDSG), the installation of cookies strictly necessary for the provision of a service explicitly requested by the user does not require prior consent. The legal basis for processing these cookies is the Controller's legitimate interest (Art. 6(1)(f) GDPR) in ensuring the correct and secure operation of the B2B platform.

4. THIRD-PARTY COOKIES

Within the administration panel reserved for Companies, there are no tracking codes or cookies managed by third parties (such as advertising networks or social tracking pixels) for marketing purposes. Any statistical analysis of server performance is carried out in an aggregated and anonymous manner directly by the Controller.

5. MANAGING AND DISABLING COOKIES VIA BROWSER

Users can control, limit, or block cookies by changing the settings of their web browser. Please note, however, that disabling first-party technical cookies in whole or in part may compromise the ability to log in and use the operational features of the ADPRODEX Dashboard.

6. CONTACTS

For any clarification regarding the use of cookies on the platform, you can contact the Controller at the email address: administration@redblu.net.