

THE ULTIMA WORLD (DIFC) LIMITED
COOKIES PROCESSING POLICY

December 2024

VERSION 1.1

THE ULTIMA WORLD (DIFC) LIMITED – COOKIES PROCESSING POLICY

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THE ULTIMA WORLD (DIFC) LIMITED – COOKIES PROCESSING POLICY

1	INTRODUCTION	Issued:	12/2024
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- 1.1. This policy explains how we use cookies and similar tracking technologies on our website www.theultima.com. By continuing to browse and use our website, you are agreeing to our use of cookies in accordance with this policy.
- 1.2. Cookies play an essential role in providing legal requirements for mandatory collection of information and an optimal user experience and improving the functionality of our website. This policy aims to provide you with clear and transparent information about the types of cookies we use, their purposes, and how you can manage your cookie preferences.
- 1.3. We respect your privacy and are committed to protecting your personal information. Any personal data collected through cookies will be processed in accordance with applicable data protection laws. We encourage you to read this policy carefully to understand how we collect, use, and safeguard your information.
- 1.4. Please note that this Cookies Policy may be updated from time to time to reflect changes in technology or legal requirements. We will notify you of any significant changes by posting an updated version on our website. By continuing to use our website after any modifications, you acknowledge and accept the updated Cookies Policy.

2	COOKIES AND TYPES OF COOKIES USED	Issued:	12/2024
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2.1 What are cookies

2.1.1 Cookies are small text files that are stored on a user's device (such as a computer, smartphone, or tablet) when they visit a website. They serve various purposes and play a crucial role in enhancing the user experience and providing personalized features on websites.

2.1.2 Cookies are created by a website's server and are sent to the user's browser. The browser then stores the cookie on the user's device for future reference. Each cookie typically contains a unique identifier and information about the user's interactions with the website.

2.2 Cookies types we use

2.2.1 Strictly Necessary cookies allow the technical operation of our websites or apps (e.g., cookies that enable you to navigate a website or app, and to use its features). Some may also increase the usability of our websites or apps by remembering your choices. You may be able to disable some or all necessary cookies by adjusting your browser settings. If you choose to do so, however, you may experience reduced functionality or be prevented from using our websites or apps altogether.

2.2.2 Analytics cookies help us ensure that we understand our audience as clearly as possible, and that any information that is provided to you is as relevant as possible to your interests and preferences.

Our website uses analytics cookies which collect information and send it to third parties. These are third party cookies and are set by an external organisation. An example of this is Google Analytics and Yandex Metrica. We use Google Analytics and Yandex Metrica to help collect and compile information like the number of visitors to our site, where visitors have come to the site from and the pages they visited. Visit Google's site for an overview of privacy at Google: <https://marketingplatform.google.com/about/> and information on how to opt out of the Google Analytics cookie: <https://support.google.com/analytics/answer/181881?hl=en-GB>.

Yandex Metrica General Data Protection Regulation Compliance:

<https://metrica.yandex.com/about/info/gdpr>.

Where this site allows third party cookies to be set or you access other websites from our site using the links provided, please note that these websites will use cookies in accordance with their own cookies policy which may differ from ours.

You may be able to block first and third-party cookies through your browser settings.

2.2.3 Marketing cookies help us evaluate the effectiveness of our marketing campaigns or to provide better targeting for marketing. These cookies may collect personal data such as your name as well as information about how you interact with our websites, apps or marketing materials.

2.3 Cookies purposes

2.3.1 Essential functionality: Some cookies are necessary for the proper functioning of the website, enabling features such as user authentication, and secure browsing.

2.3.2 Analytics and performance: Cookies collect information about how users interact with a website, helping website owners analyze and improve the site's performance and user experience.

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2.3.3 Personalization and preferences: Cookies store user preferences, such as language settings, font size preferences, or customized layouts, to provide a more personalized browsing experience.

2.3.4 Advertising and targeting: Cookies are used to track user behaviour across websites, allowing advertisers to deliver targeted and relevant advertisements based on the user's interests and browsing history.

3.1 Some of our cookies may collect and store your personal data, such as your name, email address or IP address. We are committed to respecting and protecting your privacy and will ensure that personal data we collect is kept and treated in accordance with our privacy policy. For further details of how we process personal data, please refer to our privacy policy.

3.2 We do not keep your personal data for any period longer than is necessary for the purpose for which your personal data was collected, processed, required by law or where we may need it for our legitimate purposes such as maintaining records for analysis or audit purposes, responding to queries or complaints, monitoring fraud, defending or taking legal action and responding to requests from regulators.

3.3 If you opt out from receiving marketing communications or object to any other processing of your personal data, we may keep a record of your objection to ensure that we continue to respect your wishes and do not contact you further.

4	COOKIES CONSENT	Issued:	12/2024
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4.1 We provide clear and comprehensive information: we inform users about the types of cookies used, their purposes, and the third parties involved, if applicable. This information is presented in an easily accessible manner, such as a cookie policy or a clearly visible cookie consent banner.

4.2 We obtain active consent: Users should actively consent to the use of cookies by taking a positive action, such as clicking an "Accept" button or selecting their preferences through a cookie consent banner. Pre-ticked boxes or implied consent are generally not considered valid forms of consent

4.3 Granular consent options: We offer users granular choices to accept or reject specific categories of cookies. Users are given the option to allow necessary cookies while having the choice to opt-out of marketing or third-party cookies.

4.4 Easily withdraw consent: Users can withdraw their consent at any time and easily manage their cookie preferences. We provide clear instructions on how users can adjust their preferences, disable or delete cookies, and include an accessible mechanism for users to change their choices.

4.5 Regularly review and update consent: We keep the user's consent preferences up to date and periodically review our cookie practices to ensure compliance with changing regulations and user preferences.

4.6 We remember, cookie consent is an important aspect of respecting users' privacy and ensuring compliance with data protection laws. We prioritize transparency and user control when it comes to the use of cookies and tracking technologies.

5	YOUR RIGHTS TO DISABLE OR REFUSE COOKIES ON THIS SITE	Issued:	12/2024
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5.1 Most browsers are initially set to accept cookies. However, you typically have the ability to disable cookies if you wish by changing your internet software browsing settings.

5.2 To manage your use of cookies there are various resources available to you. For example, the 'Help' section on your browser may assist you. You can also disable or delete the stored data used by technology similar to cookies, such as Local Shared Objects or Flash cookies, by managing your browser's 'add-on settings' or visiting the website of its manufacturer.