Cookies Policy

In order to ensure personalized and adequate services on our website, **BULGARIAN INNOVATION AND TECHNOLOGY HUB – DigiTech 4.0, Unified Identification Number: 177258834** needs technology to save and store information about your use of these services. This happens with the so-called cookies. Cookies are small text files that contain insignificant information and are stored on your computer or your web browser. Your browser then sends these cookies back to our website every time you visit it, which helps the website recognize you and store information about your user preferences (visits, clicks, historical activity).

The use of stored cookies is very limited and connected with technical purposes – improving and personalizing our website and product functionalities. Information gathered through the use of cookies cannot be connected to any one person. The period for storage of cookies is 5 years in accordance with the international standards NAI, which you can review at https://www.networkadvertising.org. More detailed information about cookies and their functionalities can be found at http://aboutcookies.org.

When you visit our website and register to use our products, you accept the use of cookies in the way, which is described in this Cookie Policy. Despite this, you can control and manage your cookies in different ways. Please note that the removal or blocking of cookies can affect the use of our websites and products, as well as limit or even restrict your access to specific functionalities or content.

Types of cookies used

- Essential cookies

These cookies enable the proper function of our websites and products and give you the opportunity to look at information and use different

functionalities. For example, thanks to these cookies you are shown the information on our websites in the correct language, etc.

- Functional cookies

These cookies help us personalize our websites and products according to the preferences of our visitors and users in order for you to be able to use their full functionalities, to see videos, etc. This information is entirely anonymous, used for very limited purposes, and stored for a limited time.

- Analytical cookies

We use analytical instruments, which help us understand the accessibility of our websites, whether they are easy to use, and what interests our visitors. Information gathered through these cookies will be used only for statistical purposes and will not be used to personally identify users. We do not receive any personal data. These cookies show us which pages of our websites you have visited, whether through a desktop or mobile, and other anonymous data. Analytical instruments are provided from Google Analytics and Adobe Analytics and the gathered data for your IP address is not connected to any other information stored by Google and Adobe.

- Cookies used for targeting

These cookies do not store personal data, only information on how you have used our websites. They can be activated by our advertising partners in order to show information that is relevant to you. Such cookies are those by Facebook, Google, etc.

Management of cookies

You can control and manage cookies in different ways through your browser. Please note that the deletion of all stored cookies will delete all your stored preferences. For more information on how to change your browser settings, how to block or filter cookies, please visit https://www.aboutcoookies.org or http://www.cookiecentral.com.

We use the following service suppliers and you can learn more about their privacy policies and how to reject their cookies by visiting their websites:

- Adobe: https://www.adobe.com/privacy/opt-out.html
- Google Analytics: https://support.google.com/analytics/answer/6004245

BULGARIAN INNOVATION AND TECHNOLOGY HUB – DigiTech 4.0 may, at its discretion, modify and supplement this Cookie policy at any time. In case of changes to this Policy, the date of change will be indicated and the respective change with regard to you and your data will be implemented after this date or at another, explicitly specified later date.