

# COOKIE POLICY

**Effective from:** 1 February 2026

**Platform:** freel.ee

**Operator:** Resellit OÜ (registry code 16983476)

**Address:** Väike-Patarei ¼-45, Tallinn, Estonia

**Email:** info@freel.ee

This Cookie Policy explains how freel.ee (hereinafter the **Platform, we**) uses cookies and similar technologies to improve user experience, collect statistics, and develop the service.

Cookies are used in accordance with the European Union ePrivacy Directive (2002/58/EC), the General Data Protection Regulation (GDPR), and applicable Estonian legislation.

You may manage your cookie preferences at any time via the cookie banner displayed on the Platform (“Accept”, “Reject”, “Manage cookies”).

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## 1. What are cookies?

Cookies are small text files that are stored on your device when you visit a website. Cookies enable the website to function properly, store user preferences, and collect statistical information about the use of the Platform.

In addition to cookies, we may use similar technologies, including:

- tracking pixels,
- local storage,
- session storage.

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## 2. What types of cookies do we use?

freel.ee uses the following categories of cookies.

### 2.1. Strictly necessary cookies (do not require consent)

These cookies are essential for the technical operation of the Platform and cannot be disabled.

They enable, among other things:

- user login and authentication;
- account security;

- saving language preferences;
- remembering cookie consent choices.

Examples of necessary cookies:

- session\_id
  - csrf\_token
  - cookie\_consent\_status
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## **2.2. Statistical cookies (require consent)**

Statistical cookies collect anonymous or pseudonymised information about how users interact with the Platform. The collected data is used to improve the service, enhance user experience, and identify technical issues.

Possible service providers include:

- Google Analytics;
- Hotjar (user experience analysis).

Statistical cookies may collect information such as:

- number and duration of page visits;
  - navigation behaviour;
  - device and browser type;
  - referring website (referrer).
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## **2.3. Marketing and tracking cookies (require consent)**

Marketing cookies are used to personalise advertisements, create target audiences, and measure the effectiveness of advertising campaigns.

Possible service providers include:

- Meta Pixel (Facebook / Instagram Ads);
- Google Ads Remarketing.

These cookies may:

- track user activity on the Platform;
- help display relevant advertisements on third-party platforms;
- measure advertising performance.

Marketing cookies are activated only if the user has given explicit consent (e.g. by selecting “Accept all”).

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### **3. Third parties and data transfers**

If you consent to the use of statistical or marketing cookies, certain data may be shared with third-party service providers. The servers of these providers may be located outside the European Economic Area.

In such cases, we ensure the protection of personal data through the use of the European Commission’s Standard Contractual Clauses (SCCs) or other applicable safeguards.

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### **4. Cookie retention periods**

- Session cookies are deleted when the browser is closed;
  - Persistent cookies are stored for up to 1–24 months, depending on their purpose;
  - The cookie consent cookie is stored for up to 12 months or until consent is withdrawn.
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### **5. How to manage or disable cookies**

You have the right to:

- give consent to the use of cookies;
- refuse non-essential cookies;
- change your preferences at any time.

Cookies can be managed via:

- the cookie banner on the Platform;
- your web browser settings.

If cookies are disabled, the functionality of the Platform may be limited, and certain features (such as login or saving language preferences) may not function properly.

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### **6. Changes to the Cookie Policy**

We reserve the right to amend this Cookie Policy from time to time. Any changes will be published on this page together with an updated effective date.

Continued use of the Platform after the publication of changes constitutes acceptance of the updated policy.

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## **7. Contact details**

If you have any questions regarding the use of cookies or the processing of personal data, please contact us:

**Resellit OÜ**

Address: Väike-Patarei 1/4-45, Tallinn, Estonia

Email: [info@freel.ee](mailto:info@freel.ee)