



## Terms of Use of Cookies

### Cookies

State joint stock company *Latvijas Valsts radio un televīzijas centrs* (unified reg. No. 40003011203, legal address Ērgļu iela 14, Riga, Latvia LV-1012) uses cookies on the website [www.lvrta.lv](http://www.lvrta.lv) and [www.eparaksts.lv](http://www.eparaksts.lv) in order to improve functionality and operation of the websites, adapt it for your usage habits as well as obtain statistics on the activities performed by users.

You may become familiar with full information about the personal data processing performed by the state joint stock company *Latvijas Valsts radio un televīzijas centrs* [in the Privacy Policy](#).

### What is a cookie?

A cookie is a small text file that is sent to your computer or mobile device when you visit a website and that the website stores on your computer or mobile device when you open the website. During each visit cookies are sent back to the home page or to another website that recognizes the cookie.

Cookies act as a memory for a specific website, allowing that page to remember your device during future visits, including cookies may remember your settings or improve user convenience. You can find more information about cookies, as well as how they can be managed or deleted, on the website [www.aboutcookies.org](http://www.aboutcookies.org)

### What cookies do we use?

Cookies used on our website are divided into three categories:

- **Required cookies**

The required cookies provide important functions, such as the basic functionality and usability of the website. Required cookies are necessary for safe provision of services and the website cannot correctly and properly operate without these cookies. These cookies identify the device of the use, but do not disclose the identity of the user, as well as they do not collect and summarize the information. Required cookies are stored on the device of the user until the time, when browser of the network is opened.

- **Statistical cookies**

Our website uses the programme Google Analytics provided by the company Google Inc, which uses cookies stored on your computer and enables to analyze how do you use the relevant website. Purpose of use of the cookies of Google Analytics is quality improvement of the content of the website and adaptation of the content to the needs of users.

You may become acquainted in more details with the terms and conditions of the provision of Google Analytics service on the website <http://www.google.com/analytics/terms/us.html>

Name	Source	Purpose	Duration of operation
Google Analytics	Google.com	Cookie enables to perform accounting of unique visitors and enables to establish the behaviour of the visitor on the website.	2 years

- **Marketing cookies**

Marketing cookies are used to customize advertisements and notifications on the basis of interests of the visitor as well as measure efficiency of marketing activities.

<b>Name</b>	<b>Source</b>	<b>Purpose</b>	<b>Duration of operation</b>
Google Analytics	Google.com	Cookie enables to measure efficiency of marketing activities, as well as ensures their customization for different target groups.	2 years
Facebook pixel cookie	Facebook.com	Cookie enables to measure efficiency of marketing activities, as well as ensures their customization for different target groups.	Session
Google Adwords cookie	Google.com	Cookie provides the possibility to repeatedly address the visitors, the digital activities of which indicate on the possible acquisition of the product/service. Cookies are used to attract anew the former visitors of our website who, on the basis of their activities on other websites, could be interested in and consider attractive the content of our website.	Session
LinkedIn Insight Tag	LinkedIn.com	Cookie is used in order to measure the efficiency of our marketing activities on LinkedIn platforms, in order to improve results of marketing activities and attract again the former visitors of our website. Cookie is used in order to show marketing activities based on interests in your LinkedIn account, on the basis of your activities on the website.	1 year

### **Cookie management**

When visiting the website, a notification is displayed with the information on the fact that cookies are used on the website. When starting to use the website, you may select what cookies you will enable to use. It should be taken into account that you cannot refuse from the use of required cookies, because provision of valuable use of websites is not possible without them.

When the user of the website presses the buttons “Approve all” or “Approve marked”, the user confirms that he or she has become acquainted with the terms of use of cookies of LVRTC, as well as information about cookies, their purpose of use, involvement of third parties etc., as well as confirms his or her consent for use of such cookies.

The user may change his or her selection at any time.

### **How to change the selected cookies?**

It is possible to change cookies settings or delete them in the internet browser settings.

In the security settings of each browser, you may:

- perform restriction, blocking and deletion of cookies.

- mark “Never accept cookies”.
- set the settings in a way that cookies are deleted every time, when you close the browser.

You may find more information on how to control cookies in accordance with the browser of the device on the website: [www.aboutcookies.org](http://www.aboutcookies.org)

User of the website should take into account that the website will operate improperly if you restrict the use and storage of required cookies.

Terms of use of cookies may be changed, taking into account regulatory enactments, governing the use of cookies, generally accepted practice related to the use of cookies, as well as the improvement and development needs of the commercial activity of LVRTC.