

Payalo Ltd – Cookie Notice

Last Revised: May 2026

Payalo Ltd ("**Company**", "**us**", "**we**" and "**our**") use cookies and similar tracking technologies (collectively, "**Tracking Technologies**") to track your use, interaction and engagement with the website and applications operated by us (collectively, "**Services**").

Tracking Technologies allow us to automatically collect information about you, your device, and your online behavior (for example your computer or mobile device), in order to enhance your navigation on our Services, improve our Services' performance, perform analytics, customize your experience and offer you, for example, tailored content and advertisements that better correspond with your interests.

We also allow third parties to collect information about you through Tracking Technologies.

What Tracking Technologies Do We Use?

- **Cookies.** Cookies are small text files (composed only of letters and numbers) that a web server places on your computer or mobile device when you visit a webpage. When used, the cookie can help make our Services more user-friendly, for example by remembering your language preferences and settings. You can find more information about cookies at www.allaboutcookies.org. Cookies are widely used in order to make websites work in an efficient way. The use of cookies allows you to navigate between pages efficiently. Cookies remember your preferences and make the interaction between you and the Services smoother and more efficient. Cookies are also used to help ensure that the advertisements you see online are relevant to you and your interests.
- **Storing Tracking Technologies.** We store Tracking Technologies when you visit or access our Services (for example when you are visiting our Website or using our mobile applications) – these are called "**First Party Tracking Technologies**". In addition, Tracking Technologies are stored by other third parties (for example our analytics service providers, business partners and advertisers) who run content on our Services – these are called "**Third Party Tracking Technologies**".

Both types of Tracking Technologies may be stored either for the duration of your visit on our Services or for repeat visits.

What types of Tracking Technologies do we use?

When you use or access our Services, we use the following categories of Tracking Technologies:

- **Strictly Necessary Tracking Technologies.** These Tracking Technologies are automatically placed on your computer or device when you access our Website. These Tracking Technologies are essential to enable you to navigate around and use the features of our Website. We do not need to obtain your consent in order to use these tracking technologies.
- **Performance Tracking Technologies.** These Tracking Technologies collect information about your online activity (for example, the duration of your visit on our Website), including behavioural data and content engagement metrics. These Tracking Technologies are used for analytics, research and to perform statistics (based on aggregated information).
- **Functionality Tracking Technologies.** These Tracking Technologies allow our Website to remember choices you make (such as your language) and provide enhanced and personalized features. For example, these Tracking Technologies are used for authentication (to remember you are logged-in) and support other features on our Website.
- **Marketing or Advertising Tracking Technologies.** These Tracking Technologies are used to deliver tailored offers and advertisements to you, based on your derived interests, as well as to perform email marketing campaigns. They can also be used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertisers (for example advertising networks) and provide them insights about the people who see and interact with their ads, visit their website or use their app.

The following Tracking Technologies are used in connection with our Services. For additional information about any of the Third-Party Tracking Technologies, please visit the links of those companies provided.

Tracking Technologies	Type	Purpose	Category
Google Analytics	third party	Get data navigation from users	Marketing/Data
Optimove	third party	Get data flow of users	Marketing/Data
Affiliation Tracking	first party	Insert Cookies data according to traffic sources	Marketing/Data
Appsflyer	third party	App tracking according to channel	Marketing/Data
Popup Cookies	first party	Data insertion when users see popup to avoid appearing twice	Marketing/Data
Cellxpert	Third party	Tracking detection	Marketing/Data
Hotjar	Third party	Get users navigation/click	Marketing/Data
Adscool Pixel	Third party	Third party tracking	Marketing/Data
GeniusSports	Third party	Users visit data detection	Marketing/Data
Meta (facebook)	third party	third party tracking	Marketing/Data
Opera	Third party	Users visit data detection	Marketing/Data

Tracking Technologies	Type	Purpose	Category
Sportradar	Third party	Third party tracking	Marketing/Data
Taboola	Third party	Third Party tracking	Marketing/Data
Goodle ads	Third party	Third party tracking	Marketing/Data

Specific cookies and tracking technologies may vary over time depending on the Services used, regulatory requirements, and vendor changes. We do not guarantee that all technologies listed above will be used at all times. We will make sure to update this cookie notice on a regularly basis to reflect our current use of tracking technologies.

Cookies allow us to:

- Improve the use of the Service and to make the content more interesting and relevant to the wishes of users, like offering you more relevant promotional offers.
- Distinguish you from other users of our sites to grant a good user experience.
- Identify your settings and preferences regarding customized content or functionality.
- Your log-in details for the confirmation as a registered user for our Service.
- Collect statistical analysis on the use of our Service.

Managing Your Cookies

Most browsers accept cookies automatically. However, one can configure the browser in a way that no cookies are stored on its computer or a hint appears before a new cookie is created. Please see the particular operator’s advice for the deactivation of cookies. Other methods of managing your Tracking Technology preferences includes: changing your browser settings to send a "Do-

Not-Track" signal. In such case, your browser will send us a special signal to stop tracking your activity

Disabling cookies completely may lead to decreased functionality regarding certain features of the Company's website.

To learn more about how can manage your cookies, below is a list of useful links that can provide you with more information on how to manage your cookies:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)

You can withdraw your consent to personalized advertising experience on your device at any time by using your device settings as follows:

On iOS, depending on the applicable iOS version, you may withdraw consent across all apps by either enabling the "Limit Ad Tracking" setting or disabling the "Allow Apps to Request to Track" permission in your iOS device settings. Depending on the applicable iOS version, instead of withdrawing consent on a device-wide basis, you may also have the option of withdrawing consent on a per-app basis by disabling tracking permissions for specific apps that appear under the "Allow Apps to Request to Track" setting in your iOS device settings (precise directions may differ depending on the applicable iOS version.)

On Android devices, you may withdraw your consent in the Google Ads settings within your Android settings by enabling the "Opt out of Ads Personalization" setting (precise directions and the name of the setting may differ depending on the applicable Android versions and device manufacturer).