

Cookie Policy

I General Provisions

1. **SIA SPRING PR & COMMUNICATIONS**, Registration No. **40103941537**, registered address: **Kāpu iela 2, Rāmava, LV-2111**, email address: ask@springchanges.com (hereinafter – the **Company**) is committed to ensuring the security of the personal information of visitors to the Company's website, www.springchanges.com (hereinafter – the **Website**), and protecting their rights when visiting the Website and reviewing its content.

2. This Cookie Policy has been prepared to provide visitors to our Website with additional information about the technologies used on the Website and how the Company uses them.

II Information About Cookies

3. Cookies are small files consisting of letters and numbers that are downloaded and stored on your computer or other device (such as a smartphone or tablet) and saved in your web browser during your visit to a website. They may be used to track which pages you visit, store information you have entered, or remember your preferences, such as language settings, while browsing the Website.

III Purpose and Legal Basis for the Use of Cookies

4. Cookies are necessary to enable you to use our digital services more conveniently, for example, to make online payments, to allow us to obtain information about how visitors use our Website, and to help us improve the services offered to visitors. Cookies are also used to provide you with customised information about our products and services.

5. We use different types of cookies, some of which are placed by default (for example, necessary cookies). However, for certain cookies used for analytics and audience-targeting purposes, we request your consent. By providing consent through the cookie banner displayed when you visit the Website, you choose whether to allow the use of specific categories of cookies.

IV Types of Cookies and Their Use

6. We use two categories of cookies, although we require user consent for only one of them. You may consent to both categories or only one. By consenting to a particular cookie category, you consent to all cookies within that category (see the detailed cookie list below). You may change your preferences and withdraw your consent to cookies at any time.

Necessary Cookies

Necessary cookies are essential and enable you to access various parts of the Website. These cookies are stored on your computer, smartphone, tablet, or other device during your visit and browsing session, or for a specified period. They are set in response to actions taken by you that constitute a request for services, such as setting privacy preferences, logging in, or completing forms. These cookies are required for the operation of the Website and therefore cannot be disabled. As a result, user consent is not required for this category of cookies.

Analytical Cookies

Analytical cookies allow us to count visits and traffic sources so that we can measure and improve the performance of our Website. They help us understand which pages are the most and least popular and how visitors navigate through the Website. If you choose not to allow these cookies, your visit will not be included in our statistics; however, this will not restrict your use of the Website.

Marketing Cookies

Marketing cookies are used to identify content that may be of interest to you on this Website and to provide you with the most relevant information about our products and services. They help improve content personalization and enhance your experience on our Website. These cookies may also be used for our advertising campaigns on third-party websites. If you consent to the use of these cookies, we may also receive information from the websites of our trusted partners where you have interacted with our advertisements. If you choose not to allow these cookies, you will be shown general, non-personalized advertisements.

V List of Cookies Used on the Website

1) Necessary Cookies

Name	Purpose	Retention Period
spring_gdpr	Used for the functionality of the website	12 months

2) Analytical, Statistical and Marketing Cookies

Name	Purpose	Retention Period
_ga_E5XPTPXK0D	Used to collect data on user behavior on the website and to perform internal analysis and optimization	24 months
_ga	Used to collect information about how users use the website	24 months

VI Information Regarding the User's Consent to the Use of Cookies

7. When you visit this Website, a notification window will be displayed informing you that cookies are used on the Website. If you click the "I Agree" option, this will mean that you consent to all cookies used on the Website and confirm that you have read the information regarding cookies, their purposes of use, and the circumstances under which information may be disclosed to third parties.

8. User consent is not required for Necessary cookies, as these cookies ensure the complete and uninterrupted display of the Website's content, enabling you to log in to the Website and receive an appropriate digital browsing and online user experience.

VII Refusal of Cookies

9. If you do not wish cookies to be used on your device, you may manage your cookie preferences by selecting the appropriate options in the cookie settings section of the Website under "Accept/Reject." Please note that such changes or selections may affect the functionality of the Website, and as a result, you may not be able to receive personalized offers or advertisements.

VIII Withdrawal of Consent

10. You may change your cookie preferences or withdraw your consent to the use of cookies at any time. You may refuse the use of all cookies except for Necessary cookies.

11. If you wish to give or withdraw your consent to the use of analytical and marketing cookies, please click the relevant button.

IX Changes to the Policy

12. If you have any questions regarding the processing of personal data, we encourage you to review the Company's Privacy Policy, which is available on the Company's website under the "**Clients**" section, subsection "**Privacy Policy**" (link), or to contact the Company directly.

13. The Company reserves the right to amend this Cookie Policy at any time. Any changes to the Cookie Policy will be published on the Website.