

Cookie Policy (EEA)

This Cookie Policy sets out how Mifundo's ('we', 'our', 'us') Website uses cookies. We use cookies and other technologies in our related services, including when you visit our site or access our Services. Please take the time to read and understand this Cookie Policy which has been provided for Your information, as a User of our Website ('You' or 'Your' or 'User'), for transparency purposes on our use of cookies.

1. What are cookies?

A 'cookie' is a small piece of data that a Website You visit assigns to your device while you are viewing a website or 'asks' Your browser to store on Your system. Cookies are very helpful and can be used for various different purposes. Cookies allow the Website or a third-party to "remember" Your actions or preferences over time and make the service more useful to You and Your next visit easier. They also allow you to navigate between pages efficiently, enable automatic activation of certain features and making the interaction between you and our Services quicker and easier. Cookies are also used to help ensure that the advertisements you see are relevant to you and your interests and to compile statistical data on your use of our Services. Most browsers support cookies, but You can delete the cookies, or prevent them from being saved. Unless You have adjusted browser setting so that it will refuse cookies, our system will issue cookies as soon as You visit our Website.

2. What are the types of cookies we use?

2.1 Essential Cookies: Essential cookies help make our Website usable by enabling basic functions, such as page navigation and access to secure areas of the Website. The Website cannot function properly without these cookies, and are strictly necessary to provide our online service. They can also be placed to comply with a legal obligation. Essential cookies are session cookies, and expire once You close Your browser. Essential Cookies that are used on this Website include the following:

- a) Authentication cookies:** These allow us to identify You and show You the right information once You have logged in to Your account;
- b) User-input cookies:** These allow our Website to keep track and remember Your input when filling online forms;
- c) User-Interface Customisation cookies:** These cookies save Your language and/or font preferences;

2.2. Non-Essential Cookies: These are any cookies that do not fall within the definition of essential cookies. Non-essential cookies require Your consent. Such non-essential cookies used on this Website include the following:

- a) Advertising cookies:** These cookies help us show relevant and effective ads, specific to Your interests. They also help us provide aggregated auditing, research, and reporting for advertisers. For example, we may use a cookie to learn whether someone who saw an ad later visited and took an action on the advertiser's site. These cookies may help tailor advertising of our products when You visit other third-party websites. Third Parties may use a cookie to determine whether we have shown an ad, how it has performed or provide us with information about how You interacted with the ad.
- b) Analysis cookies:** These cookies allow us to improve the Website's performance and services based on Your activity on our Website;

2.3 Third-party cookies: In certain instances, we use third party cookies, which are cookies provided by parties other than by us. We always ensure that these parties are reputable and will respect Your privacy. We make use of the following third-party persistent cookies:

a) Analytic/Performance Cookies: These cookies are set by Google Analytics. Such cookies help us measure how Users interact with our Website by collecting information on clicks, time spent on the Website, pages visited on the Website, frequency, which browser is used, and whether a User visits a third-party site. This information is passed on to Google Analytics, and the feedback received is solely used to improve the Website. Statistics and analytical data are useful tools for us to provide a better product for our Users and to make our business predictions more accurate. For further information please visit the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to stop Google Analytics from recognising You when returning to our Website by disabling cookies on Your browser. Further information on how this can be done, may be found below.

b) Advertising cookies: Advertising cookies are set by Google Ads. For further information please visit the terms of Google Ads.

c) User Experience cookies: These cookies are used in order to improve Your experience on our Website by fixing any issues that might arise with regards to content or accessibility. We may place social media buttons and/or plugins on the Website that allow You to connect with Your chosen social network. In order to work, the social network (such as Facebook, LinkedIn or Twitter) will set cookies through our Website which may then be used to enhance Your profile on the social networking site or otherwise contribute to the data they hold for the purposes outlined in their respective privacy policies.

3. How do we use Cookies?

3.1 Mifundo uses several different types of cookies on the Website. In the cookies list we may mention which cookies we use, who the provider is, for what purpose the cookie is collected, how long it lasts and what type of cookie it is. Many of the cookies we use are necessary for the basic functionality of the Website. Cookies that remember who the visitor is are called persistent cookies. Session cookies are deleted after the browser is closed. There are also advertisement cookies, which are used to deliver targeted content and third-party cookies, which are not regulated by us but are regulated by the service provider, in order to provide the optimal experience.

3.2 Our website uses cookies in order to provide you with Services, identify you for repeat visits, (for example to allow us to store your preferences for the next sign-in), and monitor and analyse our web access. We use the following cookies and analytics on our Services:

Cookie	Purpose
ai_user	Application Insights provides informative metrics to enable us to improve the performance and usability of our live application. "ai_user" cookie is persistent and expires after 1 year.
ai_session	Application Insights provides informative metrics to enable us to improve the performance and usability of our live application. "ai_session" cookie is session cookie and expires once You close Your browser.
mifundo-locale	Necessary essential cookie that enables us to track the language chosen by customer in our web page.

mifundo-gdpr-consent	Necessary essential cookie that enables us to track the option (yes/no) chosen by customer for accepting the General Data Protection Regulation consent in our web page.
remember_web_*	Session cookie that enables us to track customers who have logged in to our portal in our web page.
i18next	Necessary essential cookie that enables us to track the language chosen by customer in our customer portal.
mifundo-auth-token	Authentication token, maintains user login status in our customer portal. Necessary functional cookie.
mifundo-auth-user	Necessary functional cookie that enables us to track the authenticated user data (for example, name) in our customer portal.
LinkedIn Ads	Enables us to track users from LinkedIn who have clicked on our adverts
Facebook Custom Audiences	Enables more targeted advertising through Facebook to our Facebook audience
Google Analytics	Provides data on the usage of the Mifundo website by visitors
LinkedIn Analytics	Provides information on visitors to our website from LinkedIn
Facebook Connect / Pixel	Provides information on visitors to our website and app from Facebook

3.3 You may remove the cookies by following the instructions of your device preferences; you can find more information about cookies at www.allaboutcookies.org. Please note that, some features of our Service may not operate properly where you choose to disable all cookies.

4. **Google Analytics**

We use a tool called “Google Analytics” to collect information about your use of our Service(s). Google Analytics collects information such as how often users access the Service, what pages they visit when they do so, etc. We use the information we get from Google Analytics only to improve our Service. Google Analytics collects the IP address assigned to you on the date you visit sites, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits by disabling cookies on your browser. For more information on Google Analytics see: <https://www.google.com/analytics/standard/features/>. For more information on opting-out of Google Analytics see:

https://support.google.com/analytics/answer/181881?hl=en&ref_topic=2919631.

5. **How to Control Cookies**

When You access our Website for the first time, You can choose which cookies You wish to accept or reject. The experience on our Website is highly dependent on the types of cookies You decide to accept. Some cookies must be accepted in order for our website to work properly. To do this we store the necessary cookies on Your computer, and the said cookies can be used to find the session and Your data stored on our server.

It is possible to delete all cookies that have already been placed on Your system, or to completely prevent the process of saving cookies on Your system. If this is done, it may be necessary for You to manually reconfigure preferences on each visit, moreover, some functions may stop working. To find out how to delete cookies, or to prevent cookies from being saved click [this](#).

We require Your consent for all non-essential cookies, which is acquired by ticking the pop-up box upon accessing the Website.

6. **Changes to the Cookie Policy**

We may update this Policy at any time. If we make amendments to the Cookie Policy, we will ask you to review the amended version and confirm that you have read the updated Cookie Policy.

Last updated on 25.04.2025