

## **Spesía - Cookie Policy**

We use cookies to improve users' experience of the website, including by collecting and analysing information about website usage and performance for the purpose of improving it. We also use cookies to make the site easier to use, to remember your settings, to enable social-media features, to improve our content, and we may use it to display relevant marketing material.

### **What Are Cookies?**

Cookies are small text files stored on your device when you visit a website. They allow the website to collect information about your actions so that, when you return, the site recognises your device. The technology used to gather such information relies on the use of cookies.

### **Why Does Spesía Use Cookies?**

Some cookies are essential for the website to function properly and are therefore activated automatically when you visit it. Examples of essential cookies include statistical and functional cookies that enable the website's features and are necessary for its use, based on Spesía's legitimate interests. These are typically first-party cookies, meaning they originate from the same domain as the website you are visiting (i.e. spesia.is).

First-party cookies may also include non-essential cookies that make it easier for you to log in to your Spesía user account, remember your language preferences and other settings, and enhance your overall browsing experience. Although these cookies are not strictly required for using the website, they make it more user-friendly and more convenient to use.

Third-party cookies come from other domains providing services to Spesía, such as analytics and marketing. Third parties may also identify your device when you visit the website. These cookies are used to analyse website usage (analytics cookies) and to gain a better understanding of how the website is used, for example, how effective our marketing materials are. They help Spesía further enhance your experience and tailor marketing content to specific target audiences.

### **How Does Spesía Use Cookies?**

Spesía uses cookies on its website through analytics services such as Amplitude and other comparable providers. You can adjust your cookie settings in your browser at any time and choose to reject or withdraw your consent for cookies that are not essential. Third parties that provide online analytics and marketing services also use their own cookies. To reject those, you must adjust the cookie settings in your browser for their respective websites.

Cookies generally do not contain personally identifiable information. However, Spesía ensures that any personal data that may arise through the use of cookies is handled and processed in accordance with Act No. 90/2018 on Data Protection and the Processing of Personal Data and the Company's Privacy Policy.

The Electronic Communications Office of Iceland (í. Fjaraskiptastofa) oversees the use of cookies and compliance with the authorisations required under Act No. 70/2022 on Electronic Communications.