AdKex

Cookie Policy

Welcome to www.adkex.io (our "website"). Our website uses cookies to remember your preferences and help you obtain the right information. Cookies also allow us to see how our website is being used.

www.adkex.io is operated and maintained by AdKex.io Ltd, 1163 Budapest, Jászhalom utca 11., Hungary ("AdKex.io", "we", "us", "our").

Please direct any questions you may have to hello@adkex.io and we will do our best to address your concerns.

WHY DO WE HAVE A COOKIE POLICY?

This Cookie Policy sits in line with our obligations set out in Act No. C of 2003 on Electronic Communications (the "Communications Act") and the EU's Privacy and Electronic Communications Directive ("PECD"). In accordance with them, we need to inform you about the cookies we use and obtain your consent when using certain types of cookies, namely functional, performance, analytical, and advertising cookies.

WHAT ARE COOKIES?

A cookie is a small text file that is sent to your device's hard drive by a website. Each time you return to the same website, your browser retrieves and sends the relevant cookie(s) to the website's server.

COOKIE ACCEPTANCE

By using our website after accepting the cookie notice that appears when you first visit our website, or by Browse our website after having been presented with this notice, you agree to the placement of cookies on your computer in accordance with the terms of this Cookie Policy.

HOW ARE COOKIES USED?

Cookies used by us are stored on your device for a maximum period of 2 years from the date when they are initially installed or if they are subsequently updated, from the date of the update.
Cookies can be divided into the following two broad categories:

- **Technically necessary cookies (Essential)** Technically necessary cookies are required for our website to function properly; they enable you to navigate our website efficiently and use its functional features.

- **Technically non-essential cookies**

  - **Analytical/Performance Cookies** These cookies allow us to measure and report on website activity by tracking page visits, visitor locations, and how visitors move around our website. The information collected does not directly identify visitors. We place these cookies to help us analyze that data.

  - **Marketing/Advertising Cookies** Marketing cookies help us provide you with personalized and relevant services or advertising and track the effectiveness of our digital marketing activities. They are capable of tracking your browser across other websites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit.

THE COOKIES WE USE

AdKex

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We utilize the below-mentioned non-essential cookies and other online identification technologies, such as web beacons or pixels, to provide users with an improved user experience.

- **Analytics Cookies** Several cookies are used for analytics, helping website owners understand how their sites are used and perform.

  Google Analytics Cookies (_gcl_au, _ga, ga, _gid, gat) A suite of cookies from Google Analytics [Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, Google Privacy Policy] (including _gcl_au, _ga, *ga**, _gid, and *gat**) are deployed to gather comprehensive data on website usage. These cookies track visitor and session information, campaign effectiveness, and site interactions. They anonymously assign unique IDs to recognize visitors, calculate page views, and provide insights into user behavior, such as their source and the pages they visit. The *gat** cookie specifically helps in managing the rate at which requests are sent to Google, preventing overloading. These cookies generally have durations ranging from one minute to over a year, depending on their specific function.

HOW TO MANAGE COOKIES

In your browser
You also can manage your cookies preferences using the following links for some of the most popular internet browsers: Edge, Google Chrome, Firefox, Safari, Opera.

Cookie preference pop-up
We also offer a cookie preference pop-up when you first visit our website. This pop-up is a consent tool and allows you to specify your preference about cookies. You can accept or reject them or access this Cookie Policy before giving your consent to cookies or rejecting them.

Advertising personalisation or retargeting/tracking opt out
In addition, if you do not wish to participate in our advertising personalisation or retargeting/tracking you can object to behavioural advertising at the following websites: Your Online Choices, Digital Advertising Alliance of Canada, Network Advertising Initiative, AdChoices, the European Interactive Digital Advertising Alliance (Europe only), Google Ad Settings, LinkedIn Ad Settings, Facebook Ad Settings, and Instagram Ad Settings.

HELP AND COMPLAINTS

If you have any questions about this policy or the information we hold about you, please contact us at hello@adkex.io and we will do our best to address your concerns.

CHANGES

The first version of this policy was issued on 09/07/2025, and is the current version. Any prior versions are invalid, and if we make changes to this policy, we will revise the effective date.