Madopi OÜ Cookie Policy

Effective Date: March 1, 2026

This Cookie Policy explains how Madopi OÜ ("Madopi", "we", "us", or "our") uses cookies and similar technologies when individuals interact with our website and when our advertising technology services operate within the programmatic advertising ecosystem.

This Cookie Policy should be read together with the Madopi Privacy Policy.

1. What Are Cookies
Cookies are small text files that are stored on a user's device when visiting a website or interacting with digital services.
Cookies allow websites and advertising technologies to recognize devices and store certain information such as preferences or identifiers.
In addition to cookies, similar technologies may be used, including:

- pixels and tracking tags

- local storage technologies

- mobile advertising identifiers (such as IDFA or GAID)

- software development kits (SDKs)

For the purposes of this policy, these technologies are collectively referred to as "cookies".

2. How Madopi Uses Cookies
Madopi uses cookies and similar technologies for several purposes related to the operation of its advertising platform.
These purposes include:

Supporting Programmatic Advertising
Cookies may store advertising identifiers that allow advertising systems to recognize a device and participate in real-time bidding auctions.

Personalised Advertising
Where user consent has been provided, cookies may be used to help deliver advertisements that may be more relevant to users based on browsing context or previous interactions.

Advertising Measurement
Cookies may help measure advertising campaign performance, including impressions, clicks, and conversions.

Fraud Prevention and Security
Certain cookies help detect invalid traffic, fraud, and malicious activity in the advertising ecosystem.

Analytics and Service Improvement
Cookies may be used to understand how services are used and to improve the performance and reliability of our platform.

3. Types of Cookies Used
Madopi may use the following types of cookies:

Strictly Necessary Cookies
These cookies are required for the operation of our website and services and enable basic functions such as security and network management.

Analytics Cookies
These cookies help us understand how visitors interact with our website so that we can improve our services.

Advertising Cookies
Advertising cookies store identifiers that may be used to deliver and measure digital advertisements. Advertising cookies may be set by Madopi or by advertising partners participating in the programmatic advertising ecosystem.

4. Transparency & Consent Framework
Madopi supports the Transparency & Consent Framework (TCF) developed by IAB Europe.
This framework allows publishers, advertisers, and technology providers to communicate users' preferences regarding the processing of personal data in the digital advertising ecosystem.
Where Madopi receives consent signals through consent management platforms implementing the TCF, Madopi processes personal data in accordance with those signals and applicable data protection laws.
Madopi relies on publishers and partners to obtain user consent where required before personal data is transmitted to our platform.

5. Cookie Duration
Cookies may remain on a device for different periods depending on their purpose.
Typical retention periods include:

Cookie Type	Duration
Advertising identifiers	up to 365 days
Analytics cookies	up to 13 months
Security and fraud prevention cookies	up to 365 days

Some cookies may expire automatically when the browser session ends.

6. Third-Party Cookies
Madopi may work with third-party partners that may place cookies on users' devices in connection with advertising services.
These partners may include:
- advertising exchanges

- supply-side platforms (SSPs)

- advertisers and agencies

- analytics providers

- fraud detection services

These partners are responsible for complying with applicable data protection laws when processing personal data.

7. Managing Cookie Preferences
Users can manage cookies in several ways.

Browser Settings
Most web browsers allow users to control cookies through settings that enable them to block or delete cookies.

Consent Management Platforms
Many websites participating in programmatic advertising provide tools that allow users to manage their consent preferences regarding cookies and personal data processing.

Mobile Device Settings
Mobile device users can reset or limit the use of mobile advertising identifiers through their device privacy settings.

Please note that disabling certain cookies may affect the functionality of websites or advertising services.

8. Changes to this Cookie Policy
Madopi may update this Cookie Policy from time to time.
When updates occur, the revised version will be published on this page with an updated effective date.

9. Contact
If you have any questions about this Cookie Policy or how Madopi uses cookies, please contact:
Madopi OÜ
data_protection@madopi.media