



Cookies and Interest-Based Advertising Policy

Latest Update 17.01.2025

1. Introduction

We, at Tabol, are committed to protecting your privacy and providing you with transparency about our use of cookies and other tracking technologies on our Website and Application. This Policy explains how we use cookies and similar technologies to improve your experience, support your choices, and tailor our ads to your preferences. The Website (including Websites powered or generated by Tabol) and the Tabol Application uses cookies and other tracking technologies to provide optimal service and personalized content to its users.

2. What are Cookies?

Cookies and similar tracking technologies, such as beacons, scripts, web beacons and tags (hereinafter collectively referred to as "cookies"), are small files that are stored on your device or browser when you visit a website. These allow us to remember your preferences and improve the functionality of our Website and Application and help us to understand your browsing behavior and provide you with personalized booking and service recommendations.

3. Types of cookies that are used by Tabol

3.1. First Party Cookies

"First Party Cookies" are cookies that are created and placed directly by the website or application you are visiting, in this case by Tabol. These cookies are primarily used to improve the user experience by allowing Tabol to recognize your preferences and options, such as language or navigation settings, each time you log in. First party cookies also maintain information necessary for the functionality of your account, such as secure login and managing your reservations. These cookies are not shared with third parties and are used solely to provide essential services and personalize your experience on our Website and Application. In some cases, first party cookies also record anonymous data about your use of the Platform, helping Tabol to continuously improve its features and services offered.



3.2. Advertising Cookies

Advertising Cookies are cookies used to collect information about your preferences and browsing habits in order to show you more relevant and targeted ads. These cookies track user actions and store data about searches, the pages you visit and the content you interact with, thus creating a profile based on your interests. At Tabol, advertising cookies are used to provide you with personalized ads for restaurants and services that might be of interest to you and may come from both Tabol and third-party advertising partners. Due to these cookies, the advertising content you see on our platform becomes more targeted and relevant, and also avoids the repeated display of irrelevant ads. Although advertising cookies are intended to improve the advertising experience, you can always reject them or adjust your preferences through the cookie settings on our website (see below under 4). In particular, these cookies are used to deliver targeted advertisements and track ad performance.

- **Google Ads (DoubleClick):**

- IDE
- DSID
- FLC
- AID
- TAID
- RUL

- **Meta Ads (Facebook):**

- fr
- _fbp

- **Microsoft Ads (Bing):**

- _uetsid
- _uetvid

- **Amazon Advertising:**

- ad-id
- ad-privacy

- **Criteo:**

- uid
- optout

- **Taboola:**



- t_gid
- tb_dc

3.3. Analysis, measurement of advertising and performance cookies

We use analytics cookies as part of our advertising campaigns to understand how users interact with our websites after viewing ads, either on our own websites or on third-party platforms. Tabol uses Google Analytics (GA4), as well as other Google, Inc. services that analyze web data and advertising interaction. Where necessary, IP anonymization is enabled, shortening the IP address from Google, for increased privacy protection. Our websites incorporate additional Google advertising features, including but not limited to Google Remarketing, Google Segments, DoubleClick by Google, AdWords and BigQuery. These services use third-party cookies, collecting traffic data, tracking users' movements across different sites and times, and providing information to gain a deeper understanding of our visitors and to create appropriate targeting audiences for our ads. Moreover, these cookies collect data on website usage to improve user experience.

- **Google Analytics:**
 - _ga
 - _gid
 - _gat
 - AMP_TOKEN
- **Hotjar:**
 - _hjSession
 - _hjUser
 - _hjid
 - _hjIncludedInSample
- **Heap Analytics:**
 - heap_user_id
 - heap_session_id
- **Mixpanel:**
 - mp_XXXXX_mixpanel
- **Crazy Egg:**
 - _ceg.s
 - _ceg.u



3.4. Pixel Tags for Remarketing Ads

In addition, we share certain usage data from our pages with third-party advertising companies in order to manage and target advertising more effectively. These companies place pixel tags (or clear gifs) on our pages, which record usage information and allow us to display relevant ads when you visit other websites. These ads may reflect interests, such as searches you have made during your previous visits to the Website or Application.

3.5. Identification Management and Adaptation of Ads on Mobile Devices

When you navigate from mobile devices, we and our third-party partners may collect and store a unique identifier of your device to provide you with personalized ads and content or to recognize you across different devices and browsers. For this purpose, we may use anonymized usage data or other information collected either voluntarily (such as your email) or passively (such as your device ID or IP, where permitted). Your email address, if used, is only shared in a hashed, human-readable format for additional security and privacy protection.

3.6. Social Media Integration Cookies

These enable content sharing or tracking interactions with social media platforms:

- **Facebook:**
 - datr
 - sb
 - c_user
 - xs
- **LinkedIn:**
 - bcookie
 - li_oatml
 - lidc
 - liap

3.7. E-commerce and Payment Cookies

These facilitate transactions and user experiences on e-commerce platforms.

- **Stripe:**
 - __stripe_mid
 - __stripe_sid



3.8. Functional and Personalization Cookies

These enhance the user experience by storing preferences or login details.

- **Zendesk (Customer Support):**

- __zlcmid
- __zlcprivacy

- **Intercom:**

- intercom-session-*
- intercom-id-*

- **Optimizely (A/B Testing):**

- optimizelyEndUserId
- optimizelySegments
- optimizelyBuckets

3.9. Content Delivery Network (CDN) Cookies

These are used by CDNs to enhance page load times.

- **Cloudflare:**

- __cfduid
- cf_clearance

3.10. Consent Management Cookies

These manage user consent for cookies.

- **Cookiebot:**

- CookieConsent

3.11. Video/Audio Streaming Cookies

These track user interaction with embedded media.

- **YouTube:**

- VISITOR_INFO1_LIVE
- YSC
- PREF



3.12. Authentication and Identity Cookies

These cookies support user authentication and session management in SaaS environments.

- **Custom Session Management:**

- session_id
- auth_token
- refresh_token

3.13. Security and Compliance Cookies

Cookies that enhance the security posture of a SaaS application.

- **ReCAPTCHA (Google):**

- _GRECAPTCHA

- **Application Firewalls (e.g., Cloudflare):**

- __cf_bm
- cf_use_ob

3.14. User Preferences and Personalization

Cookies for tailoring the SaaS experience to individual users.

- **Locale and Language Settings:**

- lang
- locale

3.15. Developer Tools and API Usage

For products offering APIs or developer-facing tools.

- **API Authentication:**

- api_key
- bearer_token

- **SDK Monitoring:**



- newrelic_token (New Relic)
- sentry_tracking_id (Sentry)

3.16. Onboarding and Product Education

Cookies for tracking user progress in onboarding or tutorial steps.

- **Intercom (Onboarding):**

- intercom-session-*

3.17. Data Synchronization and Real-Time Collaboration

Cookies for syncing data between users or devices.

- **Firebase (Google):**

- firebase_uid
- firebase_session

- **Socket.io (Real-Time Updates):**

- io
- io_sid

3.18. Advanced Analytics and Behavioral Tracking

For in-depth user behavior and engagement analysis.

- **Amplitude:**

- amplitude_id
- amplitude_session

- **FullStory (Session Replay):**

- fs_uid
- fs_session

- **Kissmetrics:**

- km_ai
- km_lv



3.19. Application Monitoring and Performance

Track application health and error reporting.

- **New Relic:**
 - NRBA_SESSION
 - NRBA_BROWSER
- **Sentry:**
 - sentry_session
- **Datadog:**
 - dd_sid
 - dd_user

3.20. External Integrations and Marketplace Apps

Cookies supporting third-party integrations through APIs or embedded solutions.

- **Zapier:**
 - zapier_session
 - zapier_webhook
- **Calendly:**
 - calendly_session
 - calendly_user

3.21. Consent and Audit Logs

For GDPR compliance and user consent management.

- **Audit Logs:**
 - audit_id
 - log_session_id
- **Consent Tracking:**
 - user_consent



- gdpr_cookie
- ccpa_optout

3.22. More specifically, the categories of cookies we use to accurately serve your needs are described in the table below:

Cookie Category	Description	Scope & Use	Duration & Partners
Mandatory Cookies	Necessary for basic functionality, such as secure login, managing reservations, privacy preferences, and navigation.	Allow saving key settings, secure browsing, and access to protected areas.	Permanent & Session; Partners: Internal management
First Party Cookies	Created and placed directly by Tabol to improve user experience, recognize preferences, and ensure secure login.	Used solely by Tabol to provide essential services and personalize the experience.	Session or Permanent, depending on functionality; Partners: None
Advertising Cookies	Collect information on preferences and browsing habits for targeted ads.	Track user actions to display personalized ads and avoid repetitive irrelevant ads. Can be managed via cookie settings.	Permanent; Partners: Google Ads (DoubleClick), Meta Ads (Facebook), Microsoft Ads (Bing), Amazon Advertising, Criteo, Taboola
Analysis and Performance Cookies	Collect anonymous data to analyze and measure website performance, helping to understand user behavior.	Collect platform usage information (e.g., Google Analytics) to improve user experience and functionality.	Permanent & Session; Partners: Google Analytics
Analysis, Measurement, and Performance Cookies	Track user interactions with websites and ads to optimize campaigns and improve user experience.	Used for web traffic analysis and ad targeting. Includes IP anonymization for privacy.	Permanent & Session; Partners: Google Analytics, Hotjar, Heap Analytics, Mixpanel, Crazy Egg
Pixel Tags for Remarketing Ads	Record usage data to display relevant ads on other websites.	Enhance ad targeting based on prior website interactions.	Session; Partners: Various third-party advertising companies
Identification Management and	Collect unique device identifiers for personalized ads across devices.	Uses anonymized or hashed data for privacy.	Permanent; Partners: Various third-party partners



Adaptation of Ads on Mobile Devices

Social Media Integration Cookies	Enable content sharing and interaction tracking on social platforms.	Facilitate social media sharing and user engagement.	Session or Permanent; Partners: Facebook, LinkedIn
E-commerce and Payment Cookies	Facilitate secure transactions and enhance e-commerce user experiences.	Ensure secure payment processing and shopping cart functionality.	Session or Permanent; Partners: Stripe
Functional and Personalization Cookies	Enhance user experience by storing preferences and login details.	Support customer service, A/B testing, and personalization.	Session or Permanent; Partners: Zendesk, Intercom, Optimizely
Content Delivery Network (CDN) Cookies	Optimize page load times and enhance delivery performance.	Used to deliver static assets efficiently.	Session or Permanent; Partners: Cloudflare
Consent Management Cookies	Manage user consent for cookies.	Store and track consent preferences for compliance.	Session or Permanent; Partners: Cookiebot
Video/Audio Streaming Cookies	Track interactions with embedded media.	Enable video/audio playback and user engagement tracking.	Session; Partners: YouTube
Authentication and Identity Cookies	Support secure user authentication and session management.	Used for login and session continuity.	Session or Permanent; Partners: Custom implementation
Security and Compliance Cookies	Enhance application security.	Protect against bots and ensure secure connections.	Session; Partners: Google ReCAPTCHA, Cloudflare Application Firewalls
User Preferences and Personalization	Tailor the experience to user preferences.	Store language and locale settings.	Permanent; Partners: None
Developer Tools and API Usage	Support APIs and developer tools.	Track API usage and monitor SDK performance.	Session or Permanent; Partners: New Relic, Sentry
Onboarding and Product Education Cookies	Track progress in onboarding or tutorials.	Enhance user education and engagement.	Session; Partners: Intercom
Data Synchronization and Real-Time	Synchronize data across users and devices.	Enable real-time updates and collaboration.	Session or Permanent; Partners: Firebase, Socket.io



**Collaboration
Cookies**

Advanced Analytics and Behavioral Tracking	Provide insights on user behavior and engagement.	Support session replay and in-depth analytics.	Session or Permanent; Partners: Amplitude, FullStory, Kissmetrics
Application Monitoring and Performance	Track application health and error reporting.	Ensure optimal application performance.	Session or Permanent; Partners: New Relic, Sentry, Datadog
External Integrations and Marketplace Apps	Support third-party integrations.	Facilitate connections with external tools.	Session or Permanent; Partners: Zapier, Calendly
Consent and Audit Logs	Ensure compliance with GDPR.	Track consent and maintain audit logs.	Session or Permanent; Partners: None

Tabol uses artificial intelligence technology and data from cookies to tailor ads and restaurant recommendations to your needs. These cookies help us to determine your interest in specific cuisines, locations or services by presenting customized ads. This analysis is based on data that has been made anonymous, without identifying users.

4. Cookie Management Options

You can manage your cookie preferences by selecting "Cookie Settings" on our Website or Application. There you can accept or reject unnecessary cookies, as well as set your options for personalization of ads and content. In particular, by selecting "Accept all cookies", you accept their storage on your device or browser in order to improve navigation on the Website, analyse its use and support marketing actions. If you select "Reject all unnecessary cookies", you accept only those cookies that are strictly necessary for the operation of our Website, while all others are rejected. By closing the banner, only essential cookies will be placed on your device or browser.

Follow the instructions below to manage cookies in your browser or mobile device settings. Please note that disabling certain categories of cookies may affect the functionality of the Website and the Application.

1. Managing Cookies in Main Browsers

Google Chrome

1. Open Chrome and tap the menu with the three dots in the top right corner.
2. Select **Settings > Privacy & security > Cookies and other website data**
3. You can choose:



- **Allow all cookies**
 - **Block all cookies**
 - **Block third-party cookies**
4. If you want to manage cookies for individual websites, select **View all sites and website data**.

Mozilla Firefox

1. Open Firefox and click on the menu with three lines in the top right corner.
2. Select **Settings > Privacy & Security**.
3. In the **Cookies and Website Data** section, you can:
 - **Allow all cookies**
 - **Block all cookies**
 - **Set exceptions** for specific websites
4. Tap **Manage Data** to view and delete cookies from specific websites.

Safari (macOS)

1. Open Safari and choose **Preferences** from the Safari menu.
2. Go to the **Privacy** tab.
3. You can choose:
 - **Block all cookies** or **Allow cookies**
4. Tap **Manage website data** to remove specific cookies.

2. Managing Cookies on Mobile Devices

Google Chrome (Android & iOS)

1. Open the Chrome app.
2. Tap the menu with three dots in the top right corner and select **Settings**.
3. Go to **Site Settings > Cookies**:
 - **Allow all cookies**
 - **Block all cookies**
 - **Block third-party cookies**
4. If you want to view or delete cookies for specific websites, tap **Websites** and select the website you want.

Safari (iOS)

1. Open the **Settings** app and select **Safari**.
2. In the **Privacy & Security** section, find the **Block all cookies** option:
 - Enable the option to block cookies.
3. To delete existing cookies, tap **Clear History and Site Data**.



Samsung Internet (Android)

1. Open the Samsung Internet browser and tap the menu with three dots in the bottom right corner.
2. Select **Settings > Privacy & security > Cookies**.
3. You can enable or disable cookies.

Tips for Cookie Management

- **Learn about cookies:** read the website's Cookies Policy to understand which cookies are used and for what purpose.
- **Understand what cookies are for and what they are for:** You can change your cookie settings at any time to customize your preferences.
- **You can change your cookie settings at any time to adjust them to suit your preferences:** Software updates can affect your settings, so it's a good idea to check them from time to time.

With these settings, you can customize your online experience based on your cookie preferences. For more information, consult our Cookies Policy and Privacy Policy.

5. Third Parties & Cookies

Some cookies may be set by third parties, such as analytics platforms and advertising partners, who work with Tabol to collect data. These partners follow their privacy policies and use data in anonymous or aggregated form. We also allow certain external partners, in accordance with our Privacy Policy, to collect data from your browsing of our websites, which may include information such as IP address (where permitted), as well as information about your browser or operating system. In doing so, our partners may place or recognize unique cookies on your browser to provide you with ads and content tailored to your preferences. These cookies may contain depersonalized usage data or other information linked to data you have submitted to our platform, such as your email, which is shared with third parties in an encrypted and unreadable format, ensuring complete protection of your personal information while providing more relevant and customized content.

6. Do-Not-Track (DNT) signals

Do-Not-Track (DNT) signals is a privacy setting available in most browsers, allowing users to indicate that they do not want their online activity to be tracked by third-party websites and advertisers. When enabled, this feature sends a special request to the websites you



are visiting, informing the website administrators that the user does not want browsing data to be stored or cookies to be used for advertising and analytics purposes.

However, it is important to note that Do-Not-Track signals are not legally binding and are not necessarily followed by all websites or advertising networks. Many websites may continue to collect data regardless of whether DNT is enabled. On the " Tabol " platform, we are committed to respecting our users' privacy preferences and providing additional management options, allowing users to control which cookies they wish to have stored on their device.

To enable DNT in your browser:

1. **Google Chrome:** Go to **Settings > Privacy & security > Cookies and other website data** and enable the option to send a **"Do not track" request**.
2. **Mozilla Firefox:** Open **Settings > Privacy & Security > Request " Do not track "** and select the level of monitoring you want.
3. **Safari:** Select **Preferences > Privacy** and enable the **Request to not track the user option**.

While DNT can help reduce third-party tracking, managing your cookies and privacy settings on the Tabol website remains the most reliable way for you to have complete control over your data on our platform.

7. Amendments to this Cookies Policy

Tabol reserves the right to change or modify this Cookie Policy at any time, without notice to users. Such changes, amendments, additions or deletions to the Cookies Policy will take effect immediately, i.e. as soon as they are posted on the Website/Application. Any use of the Website/Application following such change or modification shall be deemed to constitute acceptance by the user(s) of the changes, modifications, additions or deletions.

The original Greek text of this Website/Application Cookies Policy may have been translated into other languages. The translations are a convenience and no rights derive from their texts. In the event of a dispute regarding the content or interpretation of the Cookies Policy or a difference between the Greek version and any other translated version, the Greek versions of the texts, to the extent permitted by law, shall prevail,



prevail and be final. The Greek version of the Cookies Policy is available on the Website/Application (Greek language selection is required) or can be sent upon written request. To request a copy of this Cookie Policy or to request a copy of the Cookie Policy in force at the time of your registration on the Website/Application, please contact us at dpo@tabol.io.

8. Miscellaneous

To the extent that the cookies we use for these purposes lead to the processing of your personal data about how we use such personal data and your rights to such personal data, Tabol Privacy Policy applies. For more information on how we collect, use and disclose information, including personal information obtained from cookies, and for information on how to contact us if you have any questions, please refer to our Privacy Policy.