

Cookie Regulations at the University of Latvia

This document has not been amended

Issued in accordance with
the University of Latvia Constitution
Article 5.10.

I. General Provisions

1. Cookie Regulations at the University of Latvia, hereinafter – UL, define the procedure for the use of cookies on the UL website www.lu.lv, the purposes of the use of cookies, as well as the right of users to change and choose the use of cookies.
2. Cookies are small text files that a web browser (such as *Chrome, Firefox, Edge, Safari, etc.*) stores on a user's terminal equipment (computer, mobile phone, tablet), when the user visits a website, to identify the browser or store information or settings in the browser. This allows the website to store the user's individual settings, recognize him or her and respond accordingly in order to improve the user experience of the website. The user can disable or restrict the use of cookies, but without cookies it will not be possible to take full advantage of the website's features.

II. Cookies Used by UL

3. In order to ensure full use of the UL website, UL uses the following cookies – necessary cookies, functional cookies, analytical cookies and targeted (advertisement) cookies.
4. **Necessary cookies** – necessary for the user to be able to visit and browse the website freely and to use its features, such as providing basic functions such as page navigation, language selection, authorization and filling in text fields. These cookies identify the user's device, but do not reveal the user's identity, nor do they collect or aggregate information. Without these cookies, the website will not function at all, or function properly, it will not be able to provide the user with the necessary information or connect to restricted-access systems. These cookies cannot be disabled.
5. **Functional cookies** – allow the website to remember user-selected settings and selections, so that the user can use the site more conveniently, for example, remembering a username. These cookies are stored on the user's device at all times.

6. **Analytical cookies** – enable collecting information about how a user is using the website, find the most frequently visited sections, including the content that the user chooses while browsing the website. The information is used for analytical purposes to find out what interests users of the site, to improve the functionality of the site, and make it more user-friendly. Analytical cookies only identify the user's device, but do not reveal the user's identity. In some cases, some of the analytical cookies are managed by third parties on behalf of the site owner in accordance with the instructions and only for the specified purposes. These cookies provide information in an aggregated form. Third-party cookies can be stored on a visitor's device for a period up to several years.

7. **Targeted (advertisement) cookies** – also called marketing and targeting cookies. These cookies are placed on the website in cooperation with UL marketing, advertising and targeting service providers. UL may use cookies and similar technologies from marketing partners, third party websites and social media platforms. These technologies help UL to measure the effectiveness of marketing and information campaigns and to understand how visitors from UL advertisements reach UL websites. UL uses these technologies to compile statistics on visitors who interact with UL sites and other UL online content to measure the effectiveness of UL advertisements, and provide more relevant information to visitors. If a visitor does not accept the use of these cookies, he or she will be shown less customized advertisements. These cookies are stored on the visitor's device for several months.

III. UL Purposes for Cookie Use

8. UL uses cookies to improve the user experience of the UL website, including the following purposes:

8.1. to ensure the functionality of the website;

8.2. to customize the functionality of the website to the user's usage patterns, including language, search queries, previously viewed content, etc.;

8.3. to obtain statistics on the flow of visitors to the site – the number of visitors, time spent on the site, etc.;

8.4. to provide user authentication;

8.5. to measure the effectiveness of marketing and information campaigns;

8.6. to provide visitors with the information most appropriate for each of them.

IV. Cookie Storage Period

9. Unless otherwise specified, cookies are stored until the action for which they were collected is performed and then the cookies are deleted.

V. Accepting and Disabling Cookies

10. When visiting the UL website, the user is presented with a window stating that the website uses cookies.

11. UL websites publish information about the cookies used thereon. The use of optional cookies requires acceptance by user (consent). The user is given the opportunity to choose whether or not to accept the use of optional cookies on the website, as well as to get acquainted with the information about cookies, the purposes of their use and the cases when their information is passed on to a third party. Accordingly, the legal basis for the use of cookies is the user's consent.

12. Cookies can be restricted or deleted in the security settings of any web browser. However, it should be noted that the use of necessary and functional cookies cannot be dispensed with, as without them it is not possible to ensure the full use of the website. To learn more about managing cookies, visit www.allaboutcookies.org/manage-cookies.

13. UL websites may contain links to the websites of other organizations. UL is not responsible for the content of other websites or their privacy regulations. Therefore, if you visit other websites, you should ask the owners of each respective website for information about the cookies and privacy policy applied on that website.

14. If users have questions about the use of cookies, they can contact the UL Department of Information Technology at serviss@lu.lv or the UL personal data specialists at data.specialisti@lu.lv.