COOKIE POLICY

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This Cookie Policy explains how GK Authentic ("**Company**") uses cookies and similar technologies to recognize you when you visit our website at www.gkauthentic.com, ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

1 What are cookies

Cookies are small data files that are placed on your computer or hand-held device when you visit a website. Cookies are widely used by websites owners to make their websites function, or to work more efficiently, as well as to provide usage statistical reporting information.

Cookies set by the website owner (in this case GK Authentic) are categorised as "first party cookies". Cookies set by parties other than the website owner are categorised as "third party cookies". Third-party cookies enable third party features or functionality to be provided to the user on or through the website (e.g. payment gateways, interactive content and analytics). The parties that set these third-party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites.

2 Why do we use cookies

We use first and third-party cookies for several reasons. Some cookies are required for technical reasons for our website to function and we refer to these as "essential" or "strictly necessary" cookies.

Other cookies also enable us to track and target the interests of our users to enhance the experience on our website. Third parties serve cookies through our website for analytics, enhanced functionality, advertising and other purposes. This is described in more detail below.

The specific types of first- and third-party cookies served through our website and the purposes they perform are described in more detail on the Cookie Declaration page of our website.

3 How can I control cookies

You have the right to decide whether to accept or reject cookies. You can exercise your cookie consent rights by setting your privacy preferences in the Borlabs cookie consent manager via the "My Privacy Preferences" link on the Cookie Declaration page. The cookie consent manager is part of the Borlabs cookie consent solution the website employs to meet its GDPR obligations, where you can select to accept or reject whole categories of cookies, or drill down into individual categories where you can exercise granular control of which cookies to allow or reject.

If you choose to reject cookies, you may still use the website however your access to some functionality may be restricted. You may also set or amend your web browser controls to accept or reject cookies. The means by which you can refuse cookies through your web browser controls vary

between browsers, you should refer to your browser's help menu for more information in such cases.

Please note that essential cookies cannot be rejected since they are strictly necessary to provide the basic website functionality and provide you with services and/or products.

In addition, most advertising networks offer you a way to opt-out of targeted advertising. If you would like to find out more information, please visit www.aboutads.info or www.youronlinechoices.com.

4 Cookie classification summary

First and third-party cookies served through our website and the purposes they perform are listed in more detail on the Cookie Declaration page of our website.

Whilst there may be differences in the naming convention of the classifications that individual cookies fall into, in our language, these can be summarised as follows:

4.1 Essential

Cookies enable basic features and are necessary for the basic function of the website.

4.2 Statistics

Cookies collect information anonymously from website usage. This data helps us to analyse the effectiveness of our service or to help us customise and improve the website and the user experience.

4.3 Marketing

Cookies are used by third-party advertisers or publishers to display personalized adverts. They achieve this by tracking visitors across websites.

4.4 Social / Media

Social media and video platforms cookies are blocked by default. If external media cookies are accepted, access to those contents will no longer require manual consent.

4.5 Unclassified

Cookies that have not yet been classified. We are in the process of classifying these cookies with the help of their providers.