

COOKIE POLICY FOR SELLOUT LIMITED

Cookies, Web Beacons and Similar Technology ('Cookie Policy')

This Cookie Policy provides detailed information regarding the use of cookies, web beacons, and similar technologies in connection with SellOut Ltd's websites, applications, services, products, and tools (collectively "Services") and your choices in this regard. This policy should be read in conjunction with our User Agreement and Privacy Policy.

1. Information Regarding the Technologies We Use

When you use our Services, we and authorised third-party providers may make use of cookies and similar technologies (which we will refer to collectively as "cookies"). We may use both session cookies (which are not saved on your device after you close your browser) and persistent cookies (which are saved on your device for a longer period). We take appropriate security measures to prevent unauthorised access to our cookies.

The cookies used in connection with the Services have various functions:

- They may be (technically) necessary for the provision of our Services.
- They help us to technically enhance our Services (e.g., monitoring of error messages and loading times).
- They help us to recognise you so we can improve your user experience (e.g., by remembering preferences).
- They may enable us to understand how our Services are used (analytics).

1.1 What are cookies, web beacons and similar technologies?

- **1.1.1 Cookies:** Cookies are small text files which are placed in the memory of your browser or device when you use our Services, particularly when you visit our websites or open a message. Cookies allow for the recognition of a specific device or browser.
 - Session cookies expire at the end of your session (e.g., when closing your browser window) and only allow tracking your activities during this session.
 - Persistent cookies remain stored on your device between sessions and allow, for example, tracking your settings or activities on several websites.
 - First-party cookies are set by SellOut.
 - Third-party cookies may be set by a provider other than SellOut (e.g., analytics providers).
- **1.1.2 Web beacons:** Web beacons (also known as pixel tags or clear GIFs) are small graphic images that may be used in connection with our Services and typically work in conjunction with cookies to track the use of an online service by its users. For example, they may be used in emails to track if the emails were opened and links were clicked.
- **1.1.3 Software Developer Kits (SDKs):** SDKs are a collection of software development tools that allow third-party developers to integrate with our mobile application for specific purposes (e.g., authentication). Some SDKs used by SellOut may involve transferring data to your device.

ePrivacy Directive Clarity: While the ePrivacy Directive (2002/58/EC) is an EU legal instrument, its requirements have been transposed into UK domestic law through the Privacy and Electronic Communications Regulations (PECR) 2003, which continue to apply post-Brexit.

Cookie Banner – Legal Reference: Our cookie banner and consent mechanism are designed in accordance with Article 5(3) of the ePrivacy Directive and Regulation 6 of the PECR, which govern the storage of or access to information on users' terminal equipment.

1.2 Why do we use these technologies?

Some of our Services can only be offered using cookies. In general, these technologies enable us to track your user behaviour and identify you – even across devices. Please refer to our Privacy Policy for more information about the personal data that we collect, including via cookies, and how we process this data.

The cookies used in connection with our Services serve the following functions:

- **1.2.1 Operationally necessary cookies:** We use cookies that are necessary for the operation of our Services. This includes technologies that allow you access to our sites, services, applications, and tools, which are required to monitor the functioning of the site, prevent fraudulent activity, and improve security, or that allow you to make use of our functions such as remembering your login details or displaying listings correctly. Because these cookies are necessary to deliver our Services to you, you may manage them via your browser settings (see section 3.1). SellOut has conducted internal legitimate interest assessments to ensure that these strictly necessary cookies are deployed in a manner that respects user rights and expectations. Where appropriate, certain strictly necessary cookies may be deployed under the lawful basis of legitimate interest (Article 6(1)(f) GDPR), provided user rights are not overridden.

- **1.2.2 Analytics cookies:** We may use cookies to assess the performance of our Services, understand how users interact with our platform, and improve our offerings. For these non-essential cookies, we will seek your consent. The retention period reflects the cookie's purpose. For instance, analytics cookies are kept for a maximum of 2 years to understand long-term user behaviour.

- **1.2.3 Advertising and Personalisation cookies:** We may work with third-party advertising providers who use cookies to deliver ads tailored to your interests on and off our platform. These technologies help determine the relevance of advertisements, track which ads have been shown, how often, and whether you interacted with them. We will seek your explicit consent before deploying these non-essential cookies for advertising and personalisation purposes.

2. Which Service Providers Do We Cooperate With?

We cooperate with the following service providers, who may use cookies, web beacons, or other similar technologies to help us understand the usage of our Services, for analytics purposes, and potentially for advertising. We ensure that this is done in compliance with applicable data protection laws and regulations. Here is a list of our main partners:

- **Google Analytics:** For website analytics. <https://policies.google.com/privacy> Where cookies result in the transfer of data outside the UK (e.g., to the United States), such transfers will be conducted in accordance with Chapter V of the UK GDPR, using appropriate safeguards such as Standard Contractual Clauses (SCCs) or UK Addendum to SCCs.
- **Meta Pixel:** For advertising and tracking conversion (<https://www.facebook.com/privacy/policy/>). Where cookies result in the transfer of data outside the UK (e.g., to the United States), such transfers will be conducted in accordance with Chapter V of the UK GDPR, using appropriate safeguards such as Standard Contractual Clauses (SCCs) or UK Addendum to SCCs.

3. Your Choices

Your choice options for the use of cookies relating to our Services will depend on the purposes for which we use these technologies. Under UK law, you have the right to control the use of non-essential cookies, and SellOut is committed to obtaining your explicit consent before deploying any such cookies.

3.1 Technologies Which Are Necessary for the Provision of Our Services or Performance-Related

If you wish to deactivate the use of any cookies – including cookies that are necessary for the provision of our Services or performance-related, you may do so by using the settings in your browser or device, if this is supported by your browser or device. The settings must be made separately for each browser you use. You can manage your browser-based cookies by adjusting your device browser settings (e.g., Chrome, Edge, Firefox, Internet Explorer, or Safari).

Please note that you may not be able to use certain SellOut services fully when you deactivate cookies (e.g., placing bids or making purchases). You may also need to enter your password more frequently during your browser sessions.

3.2 Technologies Which Are Used for Analytics, Advertising and Content Personalisation Purposes

SellOut is committed to obtaining your explicit consent for the use of non-essential cookies, including those used for analytics, advertising, and content personalisation.

- **Explicit Prior Consent:** SellOut will only deploy non-essential cookies, including those used for analytics, advertising, and content personalisation, after obtaining your explicit and informed consent. Our cookie banner and consent mechanism are designed in accordance with Article 5(3) of the ePrivacy Directive and Regulation 6 of the PECR, which govern the storage of or access to information on users' terminal equipment and mandate prior informed consent for non-essential cookies.
- **Consent Mechanism:** You will be presented with a clear and user-friendly mechanism (e.g., a cookie banner or preferences centre) to provide your informed and unambiguous consent for the use of these cookies. Pre-ticked boxes will not be used. You will be able to indicate your preferences for different categories of non-essential cookies.
- **Timing of Cookie Deployment:** These non-essential cookies will only be activated and placed on your device if and when you provide your explicit consent through our designated consent mechanism.
- **Withdrawing Consent:** You have the right to withdraw your consent at any time. Our cookie preferences centre will provide a clear and easily accessible way for you to manage or withdraw your consent with effect for the future.
- **Cookie Management:** You can manage your cookie settings at any time through our dedicated cookie preferences centre, which will be easily accessible from our website and potentially within our applications. This centre will allow you to view the categories of cookies used and manage your consent for each category.

You can also deactivate the use of third-party cookies – e.g., by online ad networks – within our Services by using the settings in your browser or the settings in your device, if this is supported by your browser or device.

If you delete all cookies on your device, any opt-out cookies that have already been set will also be deleted, so that you will have to declare again any opt-outs that have already been declared.

4. Detailed Cookie Inventory

The table below provides a comprehensive list of the cookies we use on our SellOut platform, their providers, purposes, types, and their expiry dates as currently configured. We strive to ensure that these expiry dates accurately reflect how long each cookie is set to remain active on your device based on our platform's technical settings.

Cookie Name	Provider	Purpose	Type	Expiry Date
_ga	Google Analytics	Distinguishes unique users	Persistent	2 years
_gid	Google Analytics	Distinguishes unique users	Persistent	24 hours
fr	Meta	Used for advertising purposes	Persistent	3 months

Note: The expiry date for each cookie is determined by its purpose and our platform's technical configuration. We regularly review our cookie settings to ensure the accuracy of this inventory.

5. Accessibility

We are committed to ensuring that our cookie policy and consent mechanisms are accessible to all users, including those with disabilities. We strive to conform to the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA. We are continuously working to improve the accessibility of our platform.

6. Regular Reviews and Updates

To ensure this Cookie Policy remains accurate and reflects our current practices and legal requirements, we will review and update it periodically. Any changes to this policy will be posted on our website. Please check this page regularly for the latest information.

7. Further Information

For more information about our practices, please refer to our Privacy Policy. If you have any questions about our use of cookies and similar technologies, please contact us through the channels provided in our Privacy Policy or User Agreement.

This Cookie Policy was last updated on 03/03/2025

We retain your cookie consent preferences for a maximum of 12 months, after which you will be asked to reconfirm your choices.

SellOut maintains a record of cookie consent transactions, including the date, time, and preferences selected by the user.