



BG'S DREAM FACTORY GROUP OF COMPANIES COOKIE AND TRACKING TECHNOLOGIES POLICY

1. Introduction and Data Controllers

This Cookie Policy ("Policy") has been prepared to explain how cookies and similar tracking technologies (trackers) are used on the websites, platforms, and digital services belonging to the globally operating BG's Dream Factory Group of Companies ("Company", "We", or "Our").

In accordance with data protection laws (EU GDPR, UK DUAA 2025, and UK GDPR), the following legal entities hold the status of "Joint Controllers" in the context of the use of these technologies:

- BG'S DREAM FACTORY LTD (United Kingdom): 124 City Road, London, United Kingdom, EC1V 2NX (Company Code: 14696427)
- BG'S DREAM FACTORY OÜ (Estonia / EU): Harju maakond, Tallinn, Kesklinna linnaosa, Ahtri tn 12, 15551 (Company Code: 17094347)

2. Cross-Domain Scope

In order to ensure a seamless user experience and unify consent management, this Cookie Policy and the Consent Management Platform (CMP) infrastructure used operate with a "Cross-Domain" architecture to cover all the following domains (and their associated subdomains) belonging to our group of companies:

df.limited, sismograf.com, meriono.com, df.tools, berkbg.com, potiolab.com, bgsdreamfactory.com

The consent (or rejection) declaration given by users via the Cookie Preferences Panel on any of these domains will be considered valid across all other listed group platforms, to the extent technically possible.

3. Legal Framework and Asymmetric Compliance Strategy

BG's Dream Factory deeply respects the privacy of its users and manages its legal obligations with the principle of minimum risk and maximum transparency (least liability).

- **United Kingdom Users (UK DUAA 2025):** Under the Data (Use and Access) Act enacted in 2026, low-risk cookies that measure site performance and ensure security for users within the borders of the United Kingdom can be executed without prior consent (opt-in).
- **European Union Users (ePrivacy and GDPR):** For users within the borders of the European Union, explicit and prior consent (opt-in) is mandatory for all cookies (analytical, marketing, etc.) other than those that are "strictly necessary" for the operation of the system.

Maximum Security Principle: In order to completely eliminate legal liability and ensure the highest privacy standards, our Company operates a strict global "Consent Management Platform (CMP)", without prejudice to its legal rights. Unless you explicitly grant permission, no trackers other than Strictly Necessary Cookies will be placed on your device.

4. What Are Tracking Technologies?

- **Cookies:** These are small text files saved on your browser or device that allow our websites to remember you, keep your sessions open, and save your preferences.
- **Pixels and Tags:** These are transparent graphic images or code snippets that transmit your actions on our websites (e.g., clicking a button or visiting a page) to our advertising or analytical partners (e.g., Meta, Google).
- **Local Storage:** This is the storage of data directly in your device's browser using HTML5 technology. It has a higher capacity than cookies and is used to keep session information.

5. Cookie Categories Used and Third-Party Integrations

The cookies used on our platforms are divided into four main categories for the purpose of providing the service or executing the features requested by you:

5.1. Strictly Necessary Cookies

These cookies are mandatorily used so that our platforms (e.g., DF Tools, Meriono) can perform their core functions and cannot be switched off in our systems. They do not require consent.

- Purpose: Session management, payment security, server traffic distribution, cybersecurity, and protection against spam bots.
- Third-Party Providers:

Stripe Inc. (Encryption of payment sessions and fraud prevention)

Google reCAPTCHA (Spam and malicious bot protection - Analyzes mouse movements and keystrokes)

Wix.com, Ltd. (Infrastructure, server session [svSession], and network security)

Sentry / Functional Software, Inc. (Real-time debugging and crash monitoring)

5.2. Analytics and Performance Cookies (Subject to Prior Consent)

These cookies allow us to anonymously analyze how you use our sites (which pages are visited, how long is spent on the site).

- Purpose: Traffic measurement, product improvement, and detecting page errors.
- Third-Party Providers: Google Analytics 4 (User interaction metrics), Meta Events Manager (Traffic insights).

5.3. Functionality and User Experience Cookies (Subject to Prior Consent)

These cookies provide you with a more personalized experience by remembering the choices you make on the site.

- Purpose: Displaying external content, remembering language selections, easy login with social media accounts.
- Third-Party Providers: Google Fonts & Google Maps (Content display), Meta Platforms, Inc. (Facebook Login integration), Google LLC (Google SSO - One-Click Login).

5.4. Marketing, Tracking, and Advertising Cookies (Subject to Prior Consent)

These cookies are used to build a profile of your interests and show you relevant adverts outside our site (on other websites or social media).

- Purpose: Cross-site tracking, measuring the efficiency of advertising campaigns, remarketing.
- Third-Party Providers: Google Ads (Remarketing & Conversion), Google AdSense, Meta Pixel (Conversion tracking), Google Tag Manager.

6. Cookie Retention Periods

The lifespan of the cookies placed on your device varies depending on their functions:

- Session Cookies: These remain on your device only for as long as you keep your browser open. They are automatically deleted when the browser is closed (for example, when a user account is logged out).
- Persistent Cookies: Even if you close the browser, they continue to remain on your device until the expiration date encoded in the cookie (or until you manually delete them). Third-party analytics and marketing cookies typically have persistence periods ranging from 3 months to 2 years.

7. Consent Management: How Can You Control Cookies?

We offer our users full control and transparency to manage cookies.

A. BG's Dream Factory Cookie Preferences Panel (CMP)

Through the Cookie Preferences Panel that appears when you first access our sites, you can approve or reject all Analytics, Functionality, and Marketing cookies other than "Strictly Necessary" cookies. You can change or withdraw this consent free of charge at any time by clicking on the "Cookie Preferences" link at the bottom of our website.

B. Control via Browser Settings

In addition to our Cookie Preferences panel, you can completely block cookies or delete existing cookies by directly changing your browser's settings. However, blocking all cookies (including Necessary cookies) via the browser may cause some essential features on our platforms (e.g., logging into an account or payment steps) to not function.

Cookie management for popular browsers:

- Google Chrome: Settings > Privacy and security > Cookies
- Apple Safari: Preferences > Privacy
- Mozilla Firefox: Options > Privacy & Security

C. Mobile Device Settings

If you are connecting via our mobile applications or mobile web browsers, you can stop personalized ad tracking through your device's operating system ("Ask App Not to Track" for iOS, "Reset/Delete advertising ID" for Android).

D. Industry-Wide Opt-Out Systems

To opt out of interest-based advertising on a global scale, you can use the tools provided by platforms such as YourOnlineChoices (EU), Network Advertising Initiative (US), or Digital Advertising Alliance (US).

8. International Data Transfers and Cookies

The headquarters of third-party service providers we collaborate with, such as Google, Meta, and Stripe, are located in the United States (US). Accepting cookies belonging to these providers may result in your IP address or browser information being transferred to the US or other third countries. Our Company guarantees that these transfers take place under strict security measures such as the "Standard Contractual Clauses (SCC)" of the EU GDPR and UK GDPR.

9. Contact Information

For all your questions regarding our cookie and tracking technologies policy, to get information about the system operation, or to exercise your legal rights, you can contact us in our capacity as the Joint Controller:

BG's Dream Factory Communications Personnel: Berk Behcet Gerek

Email: berk@df.limited

General Secretariat and Data Privacy Support Center:

Email: support@df.limited