

Cookie Policy

Last Update: 28 March 2025

The website uses cookies. This Cookie Policy explains the different types of cookies We use and helps You understand why We use cookies.

Cookies are used for the general functioning of the website, statistics, content personalization and marketing.

This Cookie Policy sets out how our website ('We' or 'Betmaster' or 'Website') use cookies. Please take the time to read and understand this Cookie Policy which has been provided for your information, as a user of this Website ('You' or 'User' or 'Visitor'), for transparency purposes on our use of cookies.

What are cookies?

A cookie is a small piece of data that a website you visit asks your browser to store on your system. Cookies allow the website or a third-party to "remember" your actions or preferences over time and make the service more useful to you and your next visit easier. Most browsers support cookies, but you can delete the cookies, or prevent them from being saved. Unless you have adjusted the browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our Website.

What are the types of cookies we use?

Necessary Cookies: Necessary cookies help make our Website usable by enabling basic functions, such as page navigation and access to secure areas of the Website. The Website cannot function properly without these cookies, and are strictly necessary to provide our online service. They can also be placed to comply with a legal obligation. Necessary cookies are session cookies, and expire once you close your browser. Necessary Cookies that are used on this Website may include the following:

- **Authentication cookies:** These allow us to identify you once you have logged in to your account;
- **User-input cookies:** These allow our Website to keep track and remember your input when filling online forms;
- **User-Interface Customisation cookies:** These cookies allow to save your language and/or font preferences;

Non-Necessary Cookies: these are any cookies that do not fall within the definition of necessary cookies. Non-Necessary cookies require your consent. Such non-essential cookies used on this Website include the following:

- **Advertisement cookies:** These cookies help us serve relevant and effective ads, specific to your interests. They also help us provide aggregated auditing, research, and reporting for advertisers. These cookies help tailor advertising of our products when you visit other third-party websites.
- **Third-party cookies:** In certain instances, we use third party cookies, which are cookies provided by parties other than by us. We always ensure that these parties are reputable and will respect your privacy. We make use of the following third-party cookies:
 - I. **Analytic/Performance Cookies:** Such cookies help us measure how users interact with our Website by collecting information on clicks, time spent on the Website, pages visited on the Website, frequency, which browser is used, and whether a User visits a third-party site. The feedback received is solely used to improve the Website. Statistics and analytical

data are useful tools for us to provide a better product for our Users and to make our business predictions more accurate. You have the option to stop us collecting these cookies when you return to our Website by disabling cookies on your browser. Further information on how this can be done, may be found below.

- II. **Advertisement cookies:** These cookies allow us to advertise to visitors relevant products and services. Advertising cookies are listed below.
- III. **User Experience cookies:** These cookies are used in order to improve your experience on our Website by fixing any issues that might arise with regards to content or accessibility. We may place social media buttons and/or plugins on the Website that allow you to connect with your chosen social network. In order to work, the social network (such as Facebook, LinkedIn or X) will set cookies through our Website which may then be used to enhance your profile on the social networking site or otherwise contribute to the data they hold for the purposes outlined in their respective privacy policies.

How do we use Cookies?

Betmaster uses several different types of cookies on the Website. In the Cookies list you may read about which cookies we use, who is the provider, for what purpose is the cookie collected, how long does it last and what type of a cookie it is. Many of the cookies we use are necessary for the basic functionality of the website. Additionally, there are session cookies, which are deleted after the browser is closed. Advertisement cookies, which are used to deliver targeted content and third party cookies, which are not regulated by us but are regulated by the service provider, in order to provide the optimal experience. Blocking third party cookies may result in limited functionality or complete inaccessibility of the website.

How to Control Cookies

When you access our website for the first time, you can choose which cookies you wish to accept or reject. The experience on our Website is highly dependent on the types of cookies you have decided to accept. Some cookies must be accepted in order for our Website to work properly. To do this we store the necessary cookies on your computer/mobile device, the said cookies can be used to find the session and your data stored on our server.

It is possible to delete all cookies that have already been placed on your system, or to completely prevent the process of saving cookies on your system. If this is done, it may be necessary for you to manually reconfigure preferences on each visit, moreover, some functions may stop working. To find out how to delete cookies, or to prevent cookies from being saved click [this](#).

We require your consent for all non-essential cookies, which is acquired by ticking the pop-up box upon accessing the website.

Changes to the Cookie Policy

We may update this Policy from time to time. If we make significant changes, we will let you know but please regularly check this Policy to ensure you are aware of the most updated version.

Cookies list

The following list contains cookies that are used on our Website:

Cookie Name	First or Third-Party	Purpose	Cookie Type	Cookie Expiry Time
abtest_session_key	First-Party	Defines what part of the user interface a user will see.	Necessary	On session end
bmt_lang	First-Party	To store the user's language.	Necessary	180 days
csrftoken	First-Party	For website security purposes.	Necessary	30 days
crisp-client%2Fsession%2Fa8919794-f8fe-4298-86c5-15a25f32b7ca	Third-Party	Crisp cookie that enables the website to display Crisp chat for customer support purposes.	Necessary	182 days
src	First-Party	Cookie used to identify the browser/app the user is using.	Necessary	365 days
hide_app_info	First-Party	Cookie used to hide information about the application after being brought in by a partner.	Necessary	365 days
hide_aff_link	First-Party	Cookie used to hide affiliate link after the user is brought into the website by a partner.	Necessary	365 days
hide_sign_up_email	First-Party	Cookie used to hide the email of the user who is signing up after being brought in by a partner.	Necessary	365 days
hide_sign_in_email	First-Party	Cookie used to hide the email of the user who is signing in after being brought in by a partner.	Necessary	365 days
hide_welcome_banner	First-Party	Cookie used to hide welcome banner if the user is brought into the website by a partner.	Necessary	365 days
market	First-Party	Cookie used to display correct information based on the location of the user.	Necessary	3 days
market_selected	First-Party	Cookie used to select the relevant market based on the location of the user.	Necessary	3 days
primary_product	First-Party	Cookie used to determine app menu settings.	Necessary	3 days

subproduct_order	First-Party	Cookie used to determine app menu settings.	Necessary	3 days
email	First-Party	Cookie used to automatically input email of the user who is coming from a partner link.	Necessary	3 days
phone	First-Party	Cookie used to automatically input the phone number of the user who is coming from a partner link.	Necessary	3 days
source_type	First-Party	Cookie used to determine the risk of the user to decide on the level of functionality the user will have.	Necessary	3 days
from	First-Party	Cookie used to determine the website from where the user came if the user was redirected from one of the websites belonging to the Company's group.	Necessary	3 days
hide_rg_deposit_limit_popup	First-Party	Cookie used to hide responsible gambling notifications if they are not required.	Necessary	3 days
ma_token	First-Party	Cookie used to identify the Client to establish the applicable risk level.	Necessary	1 hour
rsc	First-Party	Cookie used to identify the Client to establish the applicable risk level.	Necessary	3 days
rsd	First-Party	Cookie used to identify the Client to establish the applicable risk level.	Necessary	3 days
bmt_os	First-Party	Cookie that issue an ID for the operating system utilized by the user.	Necessary	3 days
bmt_sid	First-Party	Cookie that is responsible for the issuance of session ID for the user.	Necessary	14 days
utm_source	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
utm_medium	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
utm_affid	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
utm_campaign	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
utm_content	First-Party	Cookie used to measure the performance of the website.	Performance	3 days

utm_clickid	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
utm_term	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
gclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
fbclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
msclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
adclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
twclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
tsclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
aclid	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
click_id	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
campaigntoken	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further marketing processes only if the user accepts marketing cookies.	Performance	3 days
afpub_id	First-Party	Cookie that is utilized to determine user's ID on third-party websites and for further	Performance	3 days

		marketing processes only if the user accepts marketing cookies.		
os_version	First-Party	Cookie used to identify the version of the operating system used by the user.	Performance	3 days
device_manufacturer	First-Party	Cookie used to identify the device model of the device used by the user.	Performance	3 days
device_model	First-Party	Cookie used to identify the model of the device used by the user.	Performance	3 days
install_ipv6	First-Party	Cookie used to optimize performance of the website If the user is utilizing the ipv6 protocol.	Performance	3 days
payload	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
s2s.pub_id	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
s2s.req_id	First-Party	Cookie used to measure the performance of the website.	Performance	3 days
appsflyer_uid	First-Party	Cookie that issues a unique user ID for AppsFlyer service provision responsible for measurement of activity and engagement.	Performance	3 days
_fz_fvdt	Third-Party	Finteza cookie that remembers user's information.	Marketing	400 days
_fz_ssn	Third-Party	Finteza cookie responsible for the identification of a unique user session.	Marketing	30 minutes
_fz_uniq	Third-Party	Finteza cookie responsible for the identification of a user.	Marketing	400 days
_ga	Third-Party	Google Analytics cookie responsible for the identification of a user.	Marketing	400 days
_ga_05LCXVXQFS	Third-Party	Unique Google Analytics cookie responsible for performance of marketing services.	Marketing	400 days
_gcl_au	Third-Party	Google AdSense cookie that is used to store and track conversion.	Marketing	90 days
c_user (meta)	Third-Party	Meta cookie that contains the user ID of the currently logged-in user. Used in conjunction with the 'xs' cookie to authenticate your identity to Facebook.	Marketing	On session end

xs (meta)	Third-Party	Meta cookie that contains multiple pieces of information, including the session number and a secret. Used in conjunction with the 'c_user' cookie to authenticate your identity to Facebook.	Marketing	On session end
fr (meta)	Third-Party	Meta cookie used to deliver, measure, and improve the relevancy of ads. Contains a unique browser and user ID, used for targeted advertising.	Marketing	90 days
_fbp (meta)	Third-Party	Meta cookie that identifies browsers for the purposes of providing advertising and site analytics services. Used to deliver personalized advertisements to users on Facebook.	Marketing	90 days
wd (meta)	Third-Party	Meta cookie that stores the dimensions of the user's browser window. Used to optimize the rendering of the page for the user's device.	Marketing	7 days
dpr (meta)	Third-Party	Meta cookie that identifies the device pixel ratio. Used to ensure that content is displayed correctly on high-DPI devices.	Marketing	7 days
datr (meta)	Third-Party	Meta cookie that identifies the web browser being used to connect to Facebook. Helps protect users from malicious activity.	Marketing	730 days
sb (meta)	Third-Party	Meta cookie that identifies the browser for login authentication purposes. Helps Facebook identify suspicious login activity and keep users safe.	Marketing	730 days
locale (meta)	Third-Party	Meta cookie that remembers the user's language preference. Ensures Facebook is displayed in the user's preferred language.	Marketing	7 days
spin (meta)	Third-Party	Meta cookie used to manage various Facebook features and services. Purpose varies; used internally by Facebook.	Marketing	1 day
NID (google)	Third-Party	Google Ads cookie that remembers user preferences and other information, such as preferred language and SafeSearch settings. Used in Google services for signed-out users.	Marketing	182 days from last use

_Secure-ENID (google)	Third-Party	Google Ads cookie that is similar to 'NID', used to remember user preferences and information.	Marketing	395 days
VISITOR_INFO1_LIVE (google)	Third-Party	Google Ads cookie that maintains user preferences and detects/resolves issues with the service.	Marketing	182 days
_Secure-YEC (google)	Third-Party	Google Ads cookie that is similar to 'VISITOR_INFO1_LIVE', used for maintaining preferences and service functionality.	Marketing	395 days
PREF (google)	Third-Party	Google Ads cookie that stores user preferences like page configuration.	Marketing	243 days from last use
pm_sess (google)	Third-Party	Google Ads cookie that helps to maintain the user's browser session.	Marketing	30 minutes
CGIC (google)	Third-Party	Google Ads cookie that improves search results by auto-completing search queries based on initial user input.	Marketing	182 days
SOCS (google)	Third-Party	Google Ads cookie that stores the user's state regarding their cookie choices.	Marketing	395 days
SID, HSID (google)	Third-Party	Google Ads cookie that contains digitally signed and encrypted records of a user's Google Account ID and most recent sign-in time, used for authentication and security. Combination of these cookies allows Google to block many types of attacks, such as attempts to steal form content.	Marketing	730 days
_ga (google)	Third-Party	Google Analytics cookie used to distinguish unique users by assigning a randomly generated number as a client identifier. Each '_ga' cookie is unique to the specific property and cannot be used to track users across unrelated websites.	Marketing	730 days
ANID (google)	Third-Party	Google Ads cookie that is used to show Google ads on non-Google sites and to remember user preferences regarding ads. If personalized ads are enabled, used to personalize ads; if turned off, used to remember this preference.	Marketing	395 days
IDE (google)	Third-Party	Google Ads cookie that is used to show Google ads on non-Google sites and to remember user preferences regarding ads. If personalized ads are enabled,	Marketing	395 days

		used to personalize ads; if turned off, used to remember this preference.		
id (google)	Third-Party	Google Ads cookie that is used to show Google ads on non-Google sites and to remember user preferences regarding ads. If personalized ads are enabled, used to personalize ads; if turned off, used to remember this preference.	Marketing	395 days
DSID (google)	Third-Party	Google Doubleclick cookie used to Identify a signed-in user on non-Google sites to respect the user's ads personalization settings.	Marketing	14 days
_gads (google)	Third-Party	Google Doubleclick cookie that enables sites to show Google ads. Set in the domain of the website you visit.	Marketing	395 days
gac (google)	Third-Party	Google Analytics cookie that is used by advertisers to measure user activity and the performance of ad campaigns.	Marketing	90 days
gcl (google)	Third-Party	Google Ads cookie that helps advertisers determine how many times users who click on their ads end up taking an action on their site, such as making a purchase. Used for measuring conversion rates and not for personalizing ads.	Marketing	90 days
UULE (google)	Third-Party	Google Ads cookie that sends precise location information from the user's browser to Google's servers to show relevant results based on location. Usage depends on browser settings and whether location is turned on for the browser.	Marketing	Up to 6 hours
C (adform)	Third-Party	Adform cookie that identifies if the user's browser accepts cookies.	Marketing	60 days if cookie is accepted, 3650 days if cookie is declined
TPC (adform)	Third-Party	Adform cookie that identifies if the user's browser accepts third-party cookies.	Marketing	7 days
GCM (adform)	Third-Party	Adform cookie that indicates if there's a need to re-check a partner's cookie matching existence. Used for cookie synchronization processes.	Marketing	1 day
CM (adform)	Third-Party	Adform cookie that indicates if there's a need to re-check partner's cookie.	Marketing	1 day

		matching existence. Used for cookie synchronization processes.		
CM14 (adform)	Third-Party	Adform cookie that indicates if there's a need to re-check a partner's cookie matching existence. Used for cookie synchronization processes.	Marketing	14 days
token (adform)	Third-Party	Adform cookie that is a security token for opt-out functionality.	Marketing	Session
otsid (adform)	Third-Party	Adform cookie for advertiser-specific opt-out.	Marketing	3650 days
uid (adform)	Third-Party	Adform cookie that assigns unique identifier assigned to each user.	Marketing	60 days
SR<RotatorID> (adform)	Third-Party	Adform cookie that contains sequential rotator information, including total impressions, daily impressions, total clicks, daily clicks, and last impression date. Tracks ad rotation metrics.	Marketing	1 day
CT<Tracking SetupID> (adform)	Third-Party	Adform cookie that identifies last click membership for third-party pixels on advertiser's pages. Assists in tracking click events for third-party pixels.	Marketing	1 hour
EBFCD<BannerID> (adform)	Third-Party	Adform cookie that controls the number of times an expanding banner is shown daily to a user.	Marketing	7 days
EBFC<BannerID> (adform)	Third-Party	Adform cookie that controls the total number of times an expanding banner is shown to a user.	Marketing	7 days
CFFC<TagID> (adform)	Third-Party	Adform cookie that manages frequency capping for compound banners.	Marketing	7 days
bmt_deviceId	First-Party	Cookie that issue an ID for the user's device.	Marketing	3 days
bmt_advertisingId	First-Party	Cookie that issue an advertisement ID for the user.	Marketing	3 days