

COOKIE POLICY

Alpha Bank Cyprus Ltd (hereinafter the “Bank”) aims to make your online experience and your interaction with our websites (hereinafter the “Websites”) as practical and efficient as possible.

1. WHAT IS A COOKIE?

Cookies are small text files dropped to the browser when someone visits a Website. Their main function is to store information, e.g. preferred language and country, connection information, etc., in order to facilitate the browsing experience of visitors in the Websites of their choice. The information collected in this manner is not interconnected to your personal data and is used exclusively for security reasons and statistical purposes.

2. WHICH CATEGORIES OF COOKIES MAY WE COLLECT?

- Strictly necessary Cookies
- Functionality Cookies
- Performance, analysis and research Cookies
- Security Cookies
- Advertising Cookies
- Social Networking Cookies

3. WHY DO WE USE COOKIES?

We use cookies in the Websites for the purpose of creating a more secure and efficient environment for our visitors, for statistical purposes as well as for improving their online experience.

3.1. Strictly necessary Cookies

These are “first party cookies” that we use exclusively for the proper functioning of our websites. They serve for browsing and use of their features, e.g. access to secure areas, etc. All your preferences and settings (e.g. language and country, log-in information, browser and plug-in settings) that are stored in these Cookies, are reproduced in our websites and cannot determine your identity. Without the use of such cookies, many applications of our websites cannot function efficiently.

3.2. Performance, analysis and research Cookies

These are Cookies that aim to improve the attraction, the content and the functionality of the websites. For example, it allows us to determine the frequency and number of visits to, our Websites and individual webpages. We can also track the number of those revisiting such Websites, the keywords used in the search field and the location of the user (i.e. the country, the area and, as appropriate, the city or the municipality from which access is effected etc.) Furthermore, such Cookies track the pages you visit, the duration of your stay on them as well as the sites that attract your interest and attention.

3.3. Functionality Cookies

These are Cookies that enable our Websites to “remember” the users’ preferences, in order to provide improved and personalized features. Further, these Cookies are utilized when users make use of features of our websites, e.g. the sharing of content or video from our Websites in social networks.

3.4. Security Cookies

These are cookies used for the protection of users from malicious activities.

3.5. Advertising Cookies

These are cookies that enable us receive information regarding the interest that users express towards our advertised products or services. Such Cookies are used to display personalized advertisements, based on the preferences expressed in our products and services. Moreover, for the customization of the content and the advertisements of our website, the provision of social network media features and for traffic analysis, we use tools (including but not limited to Google Analytics, Google AdWords, Facebook pixel, etc.). Keep in mind that in the context of this purpose we may share information about the manner you use our websites with third party social media, advertising and analytics providers, who may combine it with other information you have provided to them or which was collected, in the context of the use of their services.

3.6. Social Networking Cookies

The posts, images and videos that you view in our Websites may be shared to social networking sites using the “share” buttons. These Cookies enable the function of the said buttons, so that they recognize when you wish to share a post or video. Keep in mind that the Bank does not influence the manner in which social networks use your personal data. For more information about the Cookies used by the social networks and the information they may collect, please refer to their respective privacy policies.

4. COOKIE RELATED TECHNOLOGIES

Our website may use web beacons in combination with Cookies for the collection of data that helps us gain a better understanding of the manner in which our visitors move from page to page in our website. The web beacons are electronic files that track the display of a webpage, advertisement, video, e-mail or newsletter.

5. HOW TO MANAGE COOKIES

You may choose to delete or change freely your Cookies preferences through the Cookies settings page in your internet browser. However, if you do so you may be required to manually set up some preferences every time you visit our website, whereas some of its functions and features may not work properly.

6. AMENDMENT OF THE POLICY AND NOTIFICATION

We may amend this Policy from time to time, so as to ensure it is always in compliance with the various legal and regulatory requirements as well as with the manner we carry out our business activities. If we decide to replace this Policy or introduce significant changes, we will notify you accordingly. In order to be informed about the latest version of this Policy, we recommend that you visit this page regularly.