

### **Rules for the application of recommendation technologies**

1. These rules regulate the application of recommendation technologies on the pages of the website <https://apicenna.ru> (hereinafter jointly - the "Website").

2. Recommendation technologies are information technologies for providing information based on the collection, systematization and analysis of information related to the preferences of Internet users located on the territory of the Russian Federation.

3. If it is necessary to send legally significant messages to the website owner, it is necessary to send them a letter to the address: Apicenna, LLC (INN (Taxpayer Identification Number) 7703440336, 105066, Moscow, Nizhnyaya Krasnoselskaya ul., house 35, building 5, room 2, premises I, ground floor, e-mail: [info@apicenna.ru](mailto:info@apicenna.ru)).

4. Recommendation technologies used on the website involve selection and provision of information to the website visitors based on their commercial (goods, services) and non-commercial requests (events, instructions for obtaining government and other services), i.e. provision of recommendations.

Recommendations help the website visitors to quickly find a product, service, instructions on how to get the required service and read news information based on requests.

By recommendation technologies the Company means a set of widgets on the Website with a selection of goods and services that may be of interest to the Website visitors. *(For example, a visitor of the Website browses through the selection of goods using search and marks the goods they like or puts them in the online shopping cart. Based on the model of behavior, recommendations are formed from several dozens of ads).* With the help of recommendations, the Website visitor finds the information they need much faster

5. We use the Website visitors' data to operate our recommendation technologies, specifically:

- Data on pages visited;
- Data on the visitor's interactions with page elements;
- Number of page visits;
- Number of actions performed by the user;
- Visitor's location;
- User IDs assigned by the website;
- Date and time of the website visit;
- Transition source (UTM link);
- The phone number specified by the Website visitor during registration;
- Information on the User's OS;
- Information on the User's device type;
- Information on the Visitor's browser;
- Data on viewing and/or purchase of goods by the user on the Company's Website;
- Data on the number of user orders with this product if there is a discount on the product;
- Data on the number of purchases of discounted goods by the user;
- Data on the previous price of the product, the number of orders with this product;
- Data on any user actions on the Website.

6. The process of the Company's recommendation technologies is as follows:

- a set of data about the last activity of the user is formed;
- based on this set, a prediction of its subsequent actions is made by a set of algorithms;
- the results of several algorithms are combined and form recommendations suitable for the user;
- based on the similarity of product characteristics and user information, selected recommendations are sorted and saved for delivery to the user;

7. The Company does not allow the use of recommendation technologies that violate the rights and legitimate interests of citizens and organizations, and also does not allow the use of recommendation technologies for the purpose of providing information in violation of the legislation of the Russian Federation.

If you have any questions or suggestions related to the work of recommendation technologies on the Website, send an e-mail to: [info@apicenna.ru](mailto:info@apicenna.ru).