

# AMPLIFY SA

## COOKIES POLICY

**Date of issuance: August 13<sup>th</sup>, 2021**

Whenever you use Amplify's Platform, cookies and other tracking technologies can be used in various ways, such as making the Platform work, to analyze traffic, or for advertisement purposes.

These technologies are either used by Us directly or by Our business partners, including Third-party service providers and advertisers We work with.

Capitalized terms defined in the Terms and conditions available at the following URL <https://www.amplify.ooo/> and in the Privacy Notice available at the following URL: <https://www.amplify.ooo/> apply to this Cookies Policy.

### **ARTICLE 1 COOKIES' DESCRIPTION**

Cookies allow us to store information on our servers (for example language preferences, technical information, click or path information, etc.) to help make the user's experience of the Platform better for you and to conduct Platform analysis and Platform performance review.

You can find more information about Cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **ARTICLE 2 PURPOSE OF COOKIES' COLLECTION**

To make full use of the Platform, your computer, tablet or mobile phone will need to accept Cookies. We use Cookies to give you a better experience. For example, We use Cookies in the following ways:

Provider	Purpose	Service location
Facebook	Analytics	United States
Mixpanel	Analytics	United States
Rollbar	Crash reporting	United States
Intercom	Customer support	United States
Google	Analytics, Maps	United States

The list of cookies can be found here: <https://www.amplify.ooo/browse/use-of-cookies/>

### **ARTICLE 3 TYPE OF PERSONAL DATA PROCESSED THROUGH COOKIES**

The types of information that We Collect through Cookies include:

IP address; device ID; viewed pages; browser type; browser version; browsing information; device; operating system; screen resolution; referrer; referrer type; entry; entry page; timestamp; whether you have responded to a Marketing communication; the referring URL; date and time of connection to the Platform; time spent on the Platform; language settings and preferences; and any others features used or activities engaged in within the Platform.

#### **ARTICLE 4 TYPE OF COOKIES USED**

We use the following type of Cookies:

**a. Essential Cookies**

Some Cookies are essential for you to be able to experience the full Functionalities of the Platform. Essential Cookies allow Us to maintain your Customer account and prevent any security threats. They are not used in order to Collect or store any of your Personal Data. For example, Essential Cookies allow you to log-in to your Customer account and then checkout securely, as well as carrying out Booking of Services within the scope of the Terms.

These are Cookies that are required for the operation of the Platform. They include, for example, Cookies that enable you to log into secure areas of the Platform.

**b. Statistics Cookies**

These Cookies store information like the number of visits on the Platform, which pages of the Platform have been visited, the source of the visit etc. This helps to improve the way the Platform works and to ensure that you are finding what you are looking for.

Statistics Cookies also help Us understand and analyze how well the Platform performs and where it needs improvement. They allow Us to recognise and count the number of visits of the Platform by the Users and to see how the Users move around when browsing the Platform. We also use Google Analytics Cookies as detailed hereunder.

**c. Marketing Cookies**

The Platform may display Marketing communication and advertisements. The Marketing Cookies are used to personalize the advertisements and the Marketing communication that We may show to you so that they are meaningful to you.

These Cookies also help Us keep track of the efficiency of these ad campaigns on the Platform.

The information stored in these Cookies may also be used by the Third-parties' ad-providers to display advertisements.

**d. Functional Cookies**

These are the Cookies that may help certain non-essential Functionalities of the Platform. These Functionalities include embedding content like videos or sharing contents on the Platform on social media platforms or Third-parties' applications.

**e. Preferences Cookies**

These Cookies help Us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the Platform.

These Cookies are also used to recognize you when you return to the Platform in order to greet you by name, remember your preferences and maintain your relationships with others Users.

#### **f. Targeting Cookies**

These Cookies record your visit to the Platform, the pages you have visited and the links you have followed. We will use this information to make the Platform and any Marketing communication displayed on it more relevant to your interests.

We use clear gifs in our email marketing communications which is used to track the emails that are opened by the recipients. This information allows us to have accurate reports and improve the effectiveness of our marketing and make our services and Website better for you.

#### **ARTICLE 5 COOKIES' RESTRICTION AND CONSENT**

If you would prefer to restrict, block or delete Cookies from the Platform, you can use your browser to do this.

The website [www.aboutcookies.org](http://www.aboutcookies.org) gives full details of how to manage Cookies on different types of web browser.

If you decide not to allow Us to use Cookies, please be aware that you will be unable to use the Platform and all its Functionalities.

#### **ARTICLE 6 GOOGLE ANALYTICS**

The Platform uses Google Analytics, an Internet site analysis service supplied by Google Inc. ("Google"). Google Analytics uses Cookies to help to analyse the use made of the Platform by its Users. The Cookies' Data concerning your use of the Platform (including your IP address) will be forwarded to and stored by Google on servers located outside of Switzerland. Google will use these Personal Data to evaluate your use of the Platform, compile reports on site activity for its publisher and provide other services relating to the activity of the Platform and the use of the Internet. Google may release these data to Third-parties if there is a legal obligation to do so or when the Third-parties Process these data for the account of Google including, in particular, the publisher of the Platform. Google will not cross-reference your IP address with any other data held by Google.

You may deactivate the use of Cookies by selecting appropriate parameters on your navigator (<https://tools.google.com/dlpage/gaoptout>). However, deactivation of this kind might prevent the use of certain functions of the Platform. By using the Platform, you specifically Consent to the Processing of your Personal Data by Google under the conditions and for the purposes described in this Cookies Policy and in the Privacy Notice available at the following address: <https://www.amplify.ooo>.

#### **ARTICLE 7 CONTACT**

To ask questions or make comments on this Cookies Policy or to make a complaint about Our compliance with applicable privacy laws, please contact Us through our contact form or writing to Us at: [info@amplify.ooo](mailto:info@amplify.ooo). We will acknowledge and investigate any complaint pursuant to this Cookies Policy.