Unilink

UNILINK - COOKIES POLICY

Last updated: 24.10.2018

Unilink takes care of **Personal Data** protection and complying with the law when it collects, processes and uses such **Data**. **We** want make **You** feel safe when **You** visit **Our Site** and use **the Services**, that's the reason why **We** are providing **You** with this Policy. Here **You** can find out about usage of **Cookies** and similar technologies. This **Cookie Policy** forms an integral part of, and is subject to, **Unilink Privacy Policy**.

I. Glossary

1. "**Applicable laws**" shall mean all the laws and regulations related to the collection, **Processing** and storage of **Data**, especially all the data protection laws and the General Data Protection Regulation (EU) 2016/679 (hereinafter referred to as: "**the GDPR**");

2. "**the Company**" or "**We**" or "**Us**" or „**Our**" shall mean FinoTech Limited with a registered office at 5 The Mall Street, London W5 2PJ, incorporated under the Companies Act 2006 as a private company, registered in the Registrar of Companies for England and Wales, under the Company number: 10761117, TIN: 7311025296;

3. "**Beacons**" or "**Pixels**" shall mean small transparent images placed within a web page (here specifically: within **Site**). They are embedded in web pages (here specifically: **Site**) and enable the communication between web browser and a server. They are used by companies which collect **the Data** aim at make their own advertising campaigns, as well as to provide related services (e. g. measuring the effectiveness of advertisements, preventing fake advertising traffic and limiting fake advertising campaigns);

4. "**Cookies**" shall mean small text files stored in a web browser by a website (here specifically: Site) or by an ad server. By storing certain information in a **Cookie**, those web browsers, ad servers, and explicitly the **Site**, are able to remember **Your** preferences and recognize websites visited and/or web browser used from one visit to another;

5. "**Personal Data**" or "**Information**" or "**Data**" shall mean any information as defined in article 4.1 of GDPR i.e. any information relating to an identified or identifiable natural person ('**data subject**'); an identifiable natural person is one who can be identified,

directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

6. "***the Site***" shall mean the Unilink website: https://unilink.io/
7. "***Services***" shall mean any services provided by Unilink via Site in accordance with the Terms and Conditions;
8. "***You***", "***Your***" "***Yours***" are the definitions, related to an individual that uses ***Our Services*** by ***Site*** or/and as well an individual who uses the ***Site*** but has no access to the areas of the ***Site*** and ***Services***.

II. Introduction

What are Cookies?

Cookies are small files that are stored on ***Your*** data carrier and hold certain settings and data for exchange with ***Our*** system via ***Your*** browser. In a nutshell, there are two different types of ***Cookies***: the so-called ***Session Cookies*** and ***Temporary/Permanent Cookies*** stored on ***Your Data*** carriers for a longer period or without limit. This type of storage helps t***he Company*** with designing our ***Site*** and adjusting ***Our*** offers to match ***Your*** preferences, making it easier for ***You*** to use them.

Which Cookies are being used by Unilink?

Most of the ***Cookies*** used by ***Us*** are automatically deleted from ***Your*** hard drive at the end of the browser session (hence the term "***Session Cookies***"). In addition to these, we also make use of ***Cookies*** that remain on ***Your*** hard disk. On a subsequent visit it is then automatically recognized that ***You*** have previously visited ***Us***, and ***We*** know which input and settings ***You*** prefer. These temporary or even permanent ***Cookies*** (time span of 30 days) are stored on ***Your*** hard drive and are automatically deleted after the pre-specified period. These ***Cookies*** in particular serve to make ***Our*** offer more user-friendly, more effective and more secure. Thanks to these files it is possible to, among other things, show ***You*** information that has been specially selected to match ***Your*** interests.

What is on-site targeting?

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We may use on *the Site* (third party) cookie technology for the optimization of *Our* advertising and the entire online offer. This *Data* is not used to identify *Your* personality but serves the sole purpose of conducting a pseudonymous evaluation of the use made of the home page. With this technology *We* can present *You* with advertising and/or special offers. Only aim is to make *Our* online offer as attractive for *You* as possible and to present *You* with advertising that corresponds to *Your* areas of interest.

Are there also Cookies from third-party suppliers (so-called "third-party Cookies")?

The Company makes use of web partners who help make the online offer and Site more interesting for *You*. *The Cookies* of *Our* partner companies also contain solely pseudonymous *Data*. This relates, for example, to *Data* about which products *You* have looked at, whether anything was bought, which products were searched for, etc.

III. Your choices about collection and use of Cookies

Your browser may offer tools to enable or disable *Cookies* by modifying the settings in *Your* browser. However, please note that certain features of *the Site* may not work if *You* delete or disable some types of *Cookies*.

The help function in *Your* preferred browser should provide *You* with the correct information. Some browsers provide helpful *Cookie* guides:

- *Chrome:*
  https://support.google.com/chrome/bin/answer.py?hl=en&answer=95647&p=cpn_cookies
- *Firefox*:
  http://support.mozilla.org/en-US/kb/Cookies
- Internet Explorer:
  http://support.microsoft.com/kb/278835
- *Safari 5 for Mac:*
  http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html
- *Opera*:
  http://help.opera.com/Linux/10.50/en/cookies.html
- *Alternatively*:
  http://www.allaboutcookies.org provides advice on how to do this, and further information on cookies and how to manage them.

IV. Type of Cookies

The types of *Cookies We* may store when You visit *the Site* are detailed below:

Session Cookies - refers to temporary *Cookies* that are deleted once *You* end *Your* session. *Session Cookies* make sure that *You* remain recognized when *You* move from page to page within one *Site*, and this way *You* are not required to e.g. log in.

Functionality Cookies - refers to *Cookies* which enable using the basic features of *Sites* (e.g. remembering information about *Sites* visited in order to enable 'recalling' them upon visitor's request).

Security Cookies - refers to *Cookies* which allow controlling the abuse of and inappropriate use of *Site*.

Analytical Cookies - refers to *Cookies* which provide analytical and statistical information about *Your Site* use.

Targeting and Advertising Cookies - refers to *Cookies* which allow measuring the effects of advertising campaigns and personalizing ads for individual users.

Web beacons

Web Beacons are tiny graphics with a unique identifier, similar to *Cookies* in their function. They are used to track online movements of web users or to access *Cookies*. Unlike *Cookies* which are stored on the user's computer hard drive, web beacons are embedded invisibly on web pages (or within an email). Web beacons may be used to deliver or communicate with *Cookies*, to count users who have visited certain pages and to understand usage patterns. *We* may also receive an anonymous identification number if *You* visit *the Site* as a result of being redirected from an online advertisement displayed on a third-party website.

V. Third party Cookies used on our Site

You can find below the list of third-party *Cookies* and outline of the purposes for which *We* use them on t*he Site*. *You* can be sure that *We* engage only renowned and trusted vendors,

who ensure transparent approach to privacy. Such vendors have their own privacy policies in respect to the protection of **Personal Data** and using of **Cookies** technology. **We** strongly recommend, that **You** should read their privacy policies, so that **You** are able to understand the manner in which **Your Personal Data** will be processed by these providers.

ANALYTICAL COOKIES

Google Analytics
Google Analytics allows **Us** to measure and thoroughly analyze the traffic on **the Site**. It also enables **Us** to estimate whether **We** earned back the investment in particular ad campaign and measure its outcome.

https://policies.google.com/privacy
https://developers.google.com/analytics/devguides/collection/gajs/Cookie-usage

Google Analytics Opt-Out:

https://tools.google.com/dlpage/gaoptout

Google Optimize
Google Optimize allows **Us** to test **the Site** solutions and personalize them in order to deliver engaging content to **Visitors** and **End Users**.

https://support.google.com/optimize/answer/6292487?hl=en
https://developers.google.com/analytics/devguides/collection/analyticsjs/Cookie-usage

TARGETING AND ADVERTISING COOKIES

Facebook Pixel
Facebook Pixel is embedded within **the Site** to link the use of different websites and viewing of different advertisements by **Visitors**, as well as to optimize and convert the outcome of such analysis.

https://www.facebook.com/business/help/651294705016616

Google AdWords

Google AdWords is a tool that **We** use to personalize and maximize the effects of **Our** advertising campaigns. Google AdWords impact on **Our** ad campaigns and actions includes

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adjusting such campaigns for ***Our Visitors*** within web browsers, partner sites and video sites.

https://www.google.com/policies/technologies/ads/

<u>*Opt-Out from Google Ads:*</u>

https://support.google.com/ads/answer/2662922

LinkedIn Insight Tag

LinkedIn Insight Tag is used by ***the Company*** to gain better knowledge about ***Visitors*** and how they use ***the Site***, and to help ***Us*** create informative reports about ***Our*** campaigns.

https://www.linkedin.com/legal/privacy-policy

Twitter Pixel

Twitter Pixel shows ***Us*** how web users react to ***Our*** advertisements shown on Twitter. It also lets ***Us*** measure ***Our*** return on investment from a particular ad/ad campaign.

https://twitter.com/en/privacy

Universal Event Tracking by Bing Ads

Bing Ads will collect data that allows ***You*** to track conversion goals and target audiences with remarketing lists.

https://privacy.microsoft.com/en-US/privacystatement
https://advertise.bingads.microsoft.com/en-us/solutions/audience-targeting/universal-event-tracking

VI. Additional information

To find out more about ***Our*** approach to privacy, please read ***Our Privacy Policy***, where ***You*** can find information regarding ***Your data subjects*** rights and other information regarding processing of ***Your Data***.

VII. Contact

If *You* have any questions or concerns about *Our* use of *Cookies* and other tracking technologies, *You* may contact *Us* using the information below:

FinoTech Limited
5 The Mall street, London W5 2PJ

In case of Personal Data issues, please contact Us: dataprotection@finotech.com