



PAW CLOUD — COOKIE NOTICE APPLICABLE FROM DECEMBER 1ST 2019

1. GENERAL

- 1.1. The objective of this cookie notice (“**Cookie Notice**”) is to inform you about the cookies that are used in connection with the following websites: paw.cloud, paw.pt, paw.app, luckymarmot.com („**Websites**“) owned and controlled by Paw Cloud OÜ (“**Paw**” or “**we**”) and the role they have in assisting us to provide you with a better, faster and safer user experience on the Websites and on the Application.
- 1.2. Please note that this Cookie Notice forms a part of Paw Cloud OÜ Privacy Notice. Capitalized terms used herein without definition shall have the meaning assigned to them in the Paw Cloud OÜ Privacy Notice that is accessible <https://paw.cloud/privacy>.

2. WHAT ARE COOKIES?

- 2.1. A cookie is small file of letters and numbers that our Websites asks your browser to store on your computer or mobile device. In turn, the cookie allows us to receive information about your usage of the Websites for the purposes of providing statistics about our users and your best possible experience while browsing the Websites. Without cookies, the full functionality of our Websites would be unavailable.
- 2.2. Depending on their lifespan, cookies can be “persistent” or “session” cookies. Persistent cookies stay on your device until their expiry or until you choose to delete them. Session cookies are deleted immediately when you close your web browser (end the browser session).

3. NECESSARY COOKIES

- 3.1. Necessary cookies help us to make the Websites available to you by providing the basic functions such as page navigation, account management, user logins and access to secure areas of the Websites. These cookies enable our Websites to remember choices you make while actively using and navigating through the Websites during a single session.
- 3.2. We do not provide an opt-out option for necessary cookies, as without these cookies, our Websites will not perform smoothly, and we may not be able to provide certain core functions and features of our Websites. You can set your browser to block the necessary cookies, but then the Websites will not function properly.
- 3.3. Regarding the Personal Data collected by the necessary cookies our legal basis for processing such Personal Data is our legitimate interest in providing the proper functioning and safety of the Websites.
- 3.4. The objective of implementing the necessary cookies is to provide the Websites as a whole. These cookies are activated automatically upon your visit to the Website or use the Application. We deploy the following necessary cookies:

| Name | Provider | Purpose | Data server | Type | Expiry |
|----------|------------|---|-------------|------|--------|
| __cfduid | bcapps.org | Used by the content network, Cloudflare, to identify trusted web traffic. | USA | HTTP | 1 year |

| Name | Provider | Purpose | Data server | Type | Expiry |
|-------------|---------------------|---|-------------|------|----------|
| __cfduid | cmsbetconstruct.com | Used by the content network, Cloudflare, to identify trusted web traffic. | USA | HTTP | 1 year |
| _stripe_mis | paw.cloud | Necessary for making credit card transactions on the Websites. The service is provided by Stripe.com which allows online transactions without storing any credit card information | USA | HTTP | 1 year |
| _stipe_sid | paw.cloud | | USA | HTTP | 1 day |
| csrftoken | paw.cloud | Helps to prevent cross-site request forgery (CSRF) attacks | USA | HTTP | 1 year |
| m | m.stripe.com | Determines the device used to access the Websites. This allows the Websites to be formatted accordingly | USA | HTTP | 10 years |

4. STATISTICS COOKIES

- 4.1.** Statistics cookies which collect Personal Data are activated on the Websites only after you have given your consent for the application of such cookies. If you consent to the application of statistics cookies, you can withdraw your consent from applying statistics cookies any time without any adverse effect. Please see more detailed information on managing cookies at Section 6.2. of this Cookie Notice. You can also set your browser to block the statistics cookies, but then the Websites might not function properly.
- 4.2.** Statistics cookies help us to understand how you interact with the Websites. The data gathered via these cookies does not directly identify you, however, it may render you to us as indirectly identifiable through technical data your device provides us when visiting the Websites.
- 4.3.** Statistics cookies collect information about the use of the Websites and enables us to improve the way the Websites functions. The main purpose of applying these cookies is to see the most frequently used functions, analyse traffic and improve the performance of the Websites. We deploy the following statistics cookies:

| Name | Provider | Purpose | Data server | Type | Expiry |
|----------|----------------------|---|-------------|-------|---------|
| _utm.gif | google-analytics.com | Google Analytics Tracking Code that logs details about the visitor's browser and computer | USA | Pixel | Session |
| _utma | paw.cloud | Collects data on the number of times a user has visited the Websites as well as dates for the first and most recent visit. Used by Google Analytics | USA | HTTP | 2 years |
| _utmb | paw.cloud | Registers a timestamp with the exact time of when the user leaves the Websites. Used by Google Analytics. | USA | HTTP | Session |
| _utmc | paw.cloud | | USA | HTTP | 1 day |
| _utmt | paw.cloud | Used to throttle the speed of requests of the server. | USA | HTTP | 1 day |

| Name | Provider | Purpose | Data server | Type | Expiry |
|----------|----------------------|--|-------------|-------|------------|
| _utmz | paw.cloud | Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics. | USA | HTTP | 6 months |
| _ga | paw.cloud | Registers a unique ID that is used to generate statistical data on how the visitor uses the Websites. | USA | HTTP | 2 years |
| _ga | twitter.com | | USA | HTTP | 2 years |
| _gat | paw.cloud | Used by Google Analytics to throttle request rate | USA | HTTP | 1 day |
| _gid | paw.cloud | Registers a unique ID that is used to generate statistical data on how the visitor uses the Websites | USA | HTTP | 1 day |
| _hjid | paw.cloud | Sets a unique ID for the session. This allows the Websites to obtain data on visitor behaviour for statistical purposes | USA | HTTP | 1 year |
| _hjid | paw.cloud | | USA | HTML | Persistent |
| _collect | google-analytics.com | Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels | USA | Pixel | Session |

4.4. Please note that in case you have activated IP-anonymization on your device yet consented to the application of statistics cookies provided by Google Analytics, your IP address will be truncated within the area of Member State of European Union or other parties to the European Economic Area. Only in exceptional cases, the whole IP address will be first transferred to a Google LLC server in USA and truncated there. The IP address that your browser conveys within the scope of Google Analytics, will not be associated with other data held by Google.

5. MARKETING COOKIES

5.1. Marketing cookies are activated on the Websites only after you have expressly consented to application of such cookies using our pop-up window. Your consent is our legal basis for processing your Personal Data.

5.2. Marketing cookies are used to track users across websites. The main purpose is to display ads that are relevant and engaging for you.

5.3. The data gathered via these cookies does not directly identify you, however, it may render you to us as indirectly identifiable through behavioral and/or technical data your device provides us when visiting the Websites.

5.4. You can withdraw consent from applying marketing cookies any time without any adverse effect. Please see more detailed information on managing cookies at Section 6.2. of this Cookie Notice.

5.5. We deploy the following marketing cookies:

| Name | Provider | Purpose | Data server | Type | Expiry |
|----------------------------|-----------------|--|-------------|-------|------------|
| _widgetsettings | twitter.com | Determines if the user's navigation should be registered in a certain statistical place holder | USA | HTML | Persistent |
| _hjIncludedInSample | paw.cloud | Determines if the user's navigation should be registered in a certain statistical place holder | USA | HTTP | Session |
| local_storage_support_test | twitter.com | Used in context with the local-storage function in the browser. This function allows the Websites to load faster by pre-loading certain procedures | USA | HTML | Persistent |
| r/collect | doubleclick.net | Used to send data to Google Analytics about the visitor's device and behaviour. It tracks the visitor across devices and marketing channels | USA | Pixel | Session |

6. MODIFYING YOUR COOKIE SETTINGS

6.1. Please note that if you choose to withdraw your consent for cookies you previously consented to, some functions of the Websites may not work properly, and you may not be able to access parts of our Websites.

6.2. Browser settings. You can modify or withdraw your consent via your browser settings. If you no longer wish to receive cookies you may use your web browser settings to accept, refuse and delete cookies. Furthermore, you may set your browser to refuse all cookies or send an alert when a cookie is issued. You can find more information about cookies, including how to control the use of these through your browser settings, at <https://www.aboutcookies.org/>.

More information about how to manage cookies preferences on the most popular browsers can be found here:

- [Microsoft Internet Explorer \(IE\)](#)
- [Google Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Opera](#)

6.3. Google Analytics. To opt out being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>.

7. AMENDMENTS TO THIS COOKIE NOTICE

7.1. We have the right to amend this Cookie Notice from time to time to reflect the changes in the Websites. If you wish you may check back periodically to follow up on any modifications.

Last updated on November 1, 2019.