Cookie Policy of www.lookseeillustration.co.uk

To find more information on California consumers and their privacy rights, Users may read the privacy policy.

To find more information on Virginia consumers and their privacy rights, Users may read the privacy policy.

To find more information on Colorado consumers and their privacy rights, Users may read the privacy policy.

To find more information on Connecticut consumers and their privacy rights, Users may read the privacy policy.

To find more information on Utah consumers and their privacy rights, Users may read the privacy policy.

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

How this Website uses Trackers

Necessary

This Website uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Google reCAPTCHA (Google LLC)

Google reCAPTCHA is a SPAM protection service provided by Google LLC. The use of reCAPTCHA is subject to the Google <u>privacy policy</u> and <u>terms of use</u>.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: answers to questions, clicks, keypress events, motion sensor events, mouse movements, scroll position, touch events, Tracker and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>.

Trackers duration:

- _GRECAPTCHA: duration of the session
- rc::a: indefinite
- rc::b: duration of the session
- rc::c: duration of the session
- rc::f: indefinite

Google Tag Manager (Google LLC)

Google Tag Manager is a tag management service provided by Google LLC.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Mailchimp Landing Page (Intuit Inc.)

Mailchimp Landing Page is a landing page management service provided by Intuit Inc, that allows this Website to collect the email addresses of Users interested in its service.

Mailchimp Landing Page allows the Owner to track and analyse the User response concerning web traffic or behaviour regarding changes to the structure, text or any other component of the created landing pages.

Personal Data processed: country, date of birth, email address, first name, last name, Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• mailchimp_landing_site: 28 days

Shopify (Shopify International Limited)

Shopify is a platform provided by Shopify International Limited that allows the Owner to build, run and host an e-commerce website.

Personal Data processed: billing address, device information, email address, first name, last name, phone number, shipping address, Trackers and Usage Data.

Place of processing: Ireland – <u>Privacy Policy</u>.

Trackers duration:

- _ab: 3 years
- _customer_account_shop_sessions: 1 month
- _identity_session: 3 years
- _master_udr: duration of the session
- merchant essential: 2 years
- _orig_referrer: 14 days
- pay session: duration of the session
- _s: 30 minutes
- secure admin session id: 4 months
- _secure_admin_session_id_csrf: 4 months
- shopify country: duration of the session
- _shopify_d: duration of the session
- _shopify_essential: 2 years
- _shopify_essential_: 2 years
- _shopify_evids: duration of the session
- _shopify_fs: 1 year
- _shopify_m: duration of the session
- _shopify_s: 30 minutes
- _shopify_test: 1 minute
- _shopify_tm: duration of the session
- _shopify_tw: duration of the session
- _storefront_u: 1 minute
- _tracking_consent: duration of the session
- _y: 1 year
- auth_state_*: 25 minutes
- c: 2 years
- cart: 14 days
- cart currency: 14 days
- cart_ver: 14 days
- checkout queue checkout token: 2 years
- checkout_queue_token: 2 years
- checkout session token: 21 days
- checkout_worker_session: 3 days
- customer account new login: 20 minutes
- customer_account_preview: 7 days
- customer_auth_provider: indefinite
- customer_auth_session_created_at: indefinite

- discount code: duration of the session
- keep alive: duration of the session
- localization: 14 days
- login with shop finalize: 5 minutes
- master_device_id: 2 years
- shopifyChatData: duration of the session
- shopify_pay: 2 yearssource_name: indefinitestorefront_digest: 2 years

Functionality

This Website uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed by third parties

Stripe OAuth (Stripe Payments Ltd)

Stripe OAuth is a registration and authentication service provided by Stripe, Inc. and is connected to the Stripe network.

Personal Data processed: Tracker and various types of Data as specified in the privacy policy of the service.

Place of processing: United Kingdom – <u>Privacy Policy</u>.

Trackers duration:

- __stripe_mid: 1 year
- __stripe_sid: 30 minutes

Trustpilot

Reviews and Ratings, Email addresses

Experience

This Website uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

Google Fonts (Google LLC)

Google Fonts is a typeface visualisation service provided by Google LLC that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>.

Measurement

This Website uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed directly by the Owner

Analytics collected directly (this Website)

This Website uses an internal analytics system that does not involve third parties.

Personal Data processed: Tracker and Usage Data.

Trackers duration:

· modernizr: indefinite

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC ("Google"). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Trackers duration:

• AMP_TOKEN: 1 hour

_ga: 2 years_gac*: 3 months

• _gat: 1 minute

• _gid: 1 day

Google Analytics

Order ID, Store Name, Purchase Total including shipping, Customer's city, region, and country, product name, SKUs

Google Analytics Advertising Reporting Features (Google LLC)

Google Analytics on this Website has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyse specific behaviour and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's Ads Settings.

Personal Data processed: Tracker, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Trackers duration:

IDE: 2 years _gcl_*: 3 months

• test_cookie: 15 minutes

Google Analytics Demographics and Interests reports (Google LLC)

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for this Website (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting Google's Ads Settings.

Personal Data processed: Tracker and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Trackers duration:

IDE: 2 years_gcl_*: 3 monthstest cookie: 15 minutes

User ID extension for Google Analytics (Google LLC)

Google Analytics on this Website makes use of a feature called User ID. This setup allows for a more accurate tracking of Users by associating that User with the same ID over various sessions and devices. It is set up in a way that doesn't allow Google to

personally identify an individual or permanently identify a particular device.

The User ID extension might make it possible to connect Data from Google Analytics with other Data about the User collected by this Website.

The opt-out link below will only opt you out for the device you are on, but not from tracking performed independently by the Owner. Contact the Owner via the email address provided in this privacy policy to object to the aforementioned tracking as well.

Personal Data processed: Tracker.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on this Website.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – <u>Privacy Policy</u>.

Trackers duration:

• _fbp: 3 months

• lastExternalReferrer: duration of the session

• lastExternalReferrerTime: duration of the session

Google Analytics (Universal Analytics) with anonymised IP (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, ("Google"). Google utilises the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualise and personalise the ads of its own advertising network. This integration of Google Analytics anonymises your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Trackers duration:

• AMP_TOKEN: 1 hour

• _ga: 2 years

• _gac*: 3 months

• _gat: 1 minute

• _gid: 1 day

Marketing

This Website uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

Some of the advertising services used by the Owner adhere to the <u>IAB Transparency and Consent Framework</u>, an initiative that facilitates responsible privacy practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on this Website.

This Website participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. This Website uses iubenda (identification number 123) as a Consent Management Platform.

Trackers managed by third parties

Reach (Reach International)

Reach is an advertising service provided by Reach International.

Personal Data processed: Tracker and Usage Data.

Place of processing: United Arab Emirates – Privacy Policy.

Jetpack (Jetpack Digital LLC)

Jetpack is an advertising service provided by Jetpack Digital LLC.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Trackers duration:

• JP:*: indefinite

Meta ads conversion tracking (Meta pixel) (Meta Platforms, Inc.)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. that connects data from the Meta Audience Network with actions performed on this Website. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Trackers duration:

- fbc: 3 months
- _fbp: 3 months
- fr: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

How to manage preferences and provide or withdraw consent on this Website

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on this Website.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- Google Chrome
- Mozilla Firefox
- Apple Safari
- Microsoft Internet Explorer
- Microsoft Edge
- Brave
- Opera

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by YourOnlineChoices (EU), the Network Advertising Initiative (US) and the Digital Advertising Alliance (US), DAAC (Canada), DDAI (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called <u>AppChoices</u> that helps Users to control interest-based advertising on mobile apps.

Consequences of denying consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help this Website to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Owner and Data Controller

Hannah Cameron Looksee Illustration

Owner contact email: hello@lookseeillustration.co.uk

Since the use of third-party Trackers through this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Website.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

This Website (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by this Website as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to this Website, if not stated otherwise within this document.

Latest update: 6 May 2024