# **Cookie Policy of Green Story**

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 Green Story 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 Green Story.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Green Story 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 Green Story uses Trackers**

# **Necessary**

Green Story 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 directly by the Owner

# Preference Cookies (Green Story)

Preference Cookies store the User preferences detected on Green Story in the local domain such as, for example, their timezone and region.

Personal Data processed: Trackers.

# sessionStorage (Green Story)

sessionStorage allows Green Story to store and access data right in the User's browser. Data in sessionStorage is deleted automatically when the session ends (in other words, when the browser tab is closed).

Personal Data processed: Trackers.

# localStorage (Green Story)

localStorage allows Green Story to store and access data right in the User's browser with no expiration date.

Personal Data processed: Trackers.

### **Trackers managed by third parties**

#### Google Tag Manager (Google LLC)

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

In order to understand Google's use of Data, consult their partner policy and their Business Data page.

Personal Data processed: Trackers and Usage Data.

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

# Webflow (Webflow, Inc.)

Webflow is a platform provided by Webflow, Inc. that allows the Owner to build, run and host Green Story. Webflow is highly customizable and can host websites from simple blogs to complex e-commerce platforms.

Personal Data processed: Trackers and Usage Data.

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

#### Cloudflare (Cloudflare, Inc.)

Cloudflare is a traffic optimization and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through Green Story, i.e., communication between Green Story and the User's browser, while also allowing analytical data from Green Story to be collected.

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

Place of processing: United States – Privacy Policy.

Trackers duration:

\_cfuvid: indefinitecf clearance: 30 minutes

# **Functionality**

Green Story 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

# Auth0 (Auth0, Inc)

Auth0 is a registration and authentication service provided by Auth0, Inc. To simplify the registration and authentication process, Auth0 can make use of third-party identity providers and save the information on its platform.

Personal Data processed: email address, first name, last name, password, picture, Trackers and various types of Data as specified in the privacy policy of the service.

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

# LiveChat Widget (LiveChat, Inc.)

The LiveChat Widget is a service for interacting with the LiveChat live chat platform provided by LiveChat, Inc.

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

- \_\_lc\_cid: duration of the session
- \_\_lc\_cst: duration of the session
- oauth redirect detector: duration of the session

# Freshdesk Messaging Widget (Freshworks, Inc.)

The Freshdesk Messaging Widget is a service for interacting with the Freshdesk live chat platform provided by Freshworks, Inc.

Personal Data processed: Data communicated while using the service, email address, Trackers and Usage Data.

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

Trackers duration:

• \_fw\_crm\_v: 1 year

# **Experience**

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

# Trackers managed by third parties

### Facebook Like button and social widgets (Meta Platforms, Inc.)

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

- \_fbp: 3 months
- datr: 2 years
- lastExternalReferrer: duration of the session

### Twitter Tweet button and social widgets (X Corp.)

The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter, Inc.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

• personalization\_id: 2 years

#### **Google Fonts**

Google Fonts is a typeface visualization service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows Green Story to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy; Ireland – Privacy Policy.

### Measurement

Green Story uses Trackers to measure traffic and analyze User behavior to improve the Service.

# Trackers managed by third parties

### **Google Analytics (Universal Analytics)**

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 utilizes the Data collected to track and examine the use of Green Story, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

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

Personal Data processed: Trackers 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

\_gat: 1 minut\_gid: 1 day

### Google Analytics 4 (Google LLC)

Google Analytics 4 is a web analysis service provided by Google LLC ("Google"). Google utilizes the Data collected to track and examine the use of Green Story, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting Google's official documentation.

In order to understand Google's use of Data, consult their <u>partner policy</u> and their <u>Business Data page</u>.

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

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

Trackers duration:

• \_ga: 2 years

• \_ga\_\*: 2 years

# Hotjar Heat Maps & Recordings (Hotjar Ltd.)

Hotjar is a session recording and heat mapping service provided by Hotjar Ltd.

Hotjar honors generic "Do Not Track" headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's opt-out information here.

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

Place of processing: Malta – <u>Privacy Policy</u> – <u>Opt Out</u>.

### Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- \_hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

# **Marketing**

Green Story uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

### Trackers managed by third parties

# SendinBlue Email (SendinBlue SAS)

SendinBlue is an email address management and message sending service provided by SendinBlue SAS.

Personal Data processed: email address, Trackers and Usage Data.

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

#### Google Ads conversion tracking (Google LLC)

Google Ads conversion tracking is an analytics service provided by Google LLC that connects data from the Google Ads advertising network with actions performed on Green Story.

In order to understand Google's use of Data, consult their partner policy and their Business Data page.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

Trackers duration:

• IDE: 2 years

• test\_cookie: 15 minutes

# How to manage preferences and provide or withdraw consent on Green Story

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 Green Story.

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
- <u>Microsoft Internet Explorer</u>
- 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 <a href="YourOnlineChoices">YourOnlineChoices</a> (EU and UK), the <a href="YourOnlineChoices">Network</a> (US) and the <a href="YourOnlineChoices">Digital Advertising Alliance</a> (US), <a href="YourOnlineChoices">DAAC</a> (Canada), <a href="YourOnlineChoices">DDAI</a> (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 the use of Trackers**

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help Green Story to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.

### **Owner and Data Controller**

### **Green Story**

Lange Viestraat 2b, Utrecht, 3511 BK, Netherlands

# Owner contact email: connect@greenstory.io

Since the use of third-party Trackers through Green Story 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 Green Story.

# **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 Green Story (or third-party services employed in Green Story), which can include: the IP addresses or domain names of the computers utilized by the Users who use Green Story, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized 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 utilized 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 Green Story 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 Green Story. The Data Controller, unless otherwise specified, is the Owner of Green Story.

### **Green Story (or this Application)**

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

### Service

The service provided by Green Story 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 Green Story, if not stated otherwise within this document.

Latest update: March 06, 2025