

# Cookie Policy of SERVERTASTIC

This document informs Users about the technologies that help SERVERTASTIC 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 SERVERTASTIC.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

SERVERTASTIC 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 SERVERTASTIC uses Trackers

### Necessary

SERVERTASTIC 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

#### PayPal (PayPal Inc.)

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

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

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Trackers duration:

- LANG: 8 hours
- \_\_paypal\_storage\_\_: indefinite
- akavpau\_ppsd: duration of the session
- enforce\_policy: duration of the session
- l7\_az: duration of the session
- nsid: duration of the session
- ts: duration of the session
- tsrce: duration of the session
- x-cdn: duration of the session
- x-pp-s: duration of the session

#### GoCardless (GoCardless Limited)

GoCardless is a payment service provided by GoCardless Limited.

Personal Data processed: billing address, email address, first name, last name, payment info, phone number, Trackers, Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

#### Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through SERVERTASTIC, i.e., communication between SERVERTASTIC and the User's browser, while also allowing analytical data from SERVERTASTIC 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:

- \_cfuid: indefinite
- cf\_clearance: 30 minutes

#### **Google reCAPTCHA (Google LLC)**

Google reCAPTCHA is a SPAM protection service provided by Google LLC.

The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

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, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

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

## **Functionality**

SERVERTASTIC 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**

#### **ChargeBee (ChargeBee Inc.)**

ChargeBee is a payment service provided by ChargeBee Inc.

Personal Data processed: billing address, email address, first name, last name, payment info, phone number, purchase history, Trackers, Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

## **Experience**

SERVERTASTIC 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 SERVERTASTIC to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

#### **Font Awesome (Fonticons, Inc. )**

Font Awesome is a typeface visualisation service provided by Fonticons, Inc. that allows SERVERTASTIC to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

## Measurement

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

### 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 SERVERTASTIC, 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: Trackers 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 Advertising Reporting Features (Google LLC)

Google Analytics on SERVERTASTIC 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: Trackers, 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 – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- IDE: 2 years
- \_gcl\_\*: 3 months
- test\_cookie: 15 minutes

#### Clicky (Roxr Software Ltd)

Clicky is an analytics service provided by Roxr Software Ltd.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- \_first\_pageview: 10 minutes
- \_jsuid: 1 year

## Marketing

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

## **Trackers managed by third parties**

### **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 SERVERTASTIC.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- IDE: 2 years
- test\_cookie: 15 minutes

### **Google Ads Remarketing (Google LLC)**

Google Ads Remarketing is a remarketing and behavioural targeting service provided by Google LLC that connects the activity of SERVERTASTIC with the Google Ads advertising network and the DoubleClick Cookie.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Users can opt out of Google's use of Trackers for ads personalisation by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL\_AW\_P: 3 months
- GED\_PLAYLIST\_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- \_\_gads: 2 years
- \_\_gpi: 2 years
- \_\_gpi\_optout: 2 years
- \_\_gsas: 2 years
- \_gac\_: 3 months
- \_gac\_gb\_: 3 months
- \_gcl\_ag: 3 months
- \_gcl\_au: 3 months
- \_gcl\_aw: 3 months
- \_gcl\_dc: 3 months
- \_gcl\_gb: 3 months
- \_gcl\_gf: 3 months
- \_gcl\_gs: 3 months
- \_gcl\_ha: 3 months
- ar\_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test\_cookie: 15 minutes

### **Postmark (Wildbit LLC)**

Postmark is an email address management and message sending service provided by Wildbit LLC.

Personal Data processed: Trackers and various types of Data.

Place of processing: United States – [Privacy Policy](#).

### **MailerLite (UAB "Mailerlite")**

MailerLite is an email address management and message sending service provided by UAB "Mailerlite".

Personal Data processed: company name, country, email address, first name, last name, Trackers, Usage Data and various types of Data.

Place of processing: Lithuania – [Privacy Policy](#).

## **How to manage preferences and provide or withdraw consent on SERVERTASTIC**

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 SERVERTASTIC.

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 [AppChoices](#) 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 SERVERTASTIC 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**

Servertastic Limited  
Woodend  
The Crescent

Scarborough  
YO11 2PW  
United Kingdom

**Owner contact email:** legal@servertastic.com

Since the use of third-party Trackers through SERVERTASTIC 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 SERVERTASTIC.

## **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 SERVERTASTIC (or third-party services employed in SERVERTASTIC), which can include: the IP addresses or domain names of the computers utilised by the Users who use SERVERTASTIC, 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 SERVERTASTIC 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 SERVERTASTIC. The Data Controller, unless otherwise specified, is the Owner of SERVERTASTIC.

### **SERVERTASTIC (or this Application)**

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

### **Service**

The service provided by SERVERTASTIC 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.

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## **Legal information**

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

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