Cookie Policy of St. Louis Art Supply

This document informs Users about the technologies that help St. Louis Art Supply 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 St. Louis Art Supply.

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 Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

St. Louis Art Supply 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 St. Louis Art Supply uses Trackers

Necessary

St. Louis Art Supply 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 (St. Louis Art Supply)

Preference Cookies store the User preferences detected on St. Louis Art Supply in the local domain such as, for example, their timezone and region.

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.

Personal Data processed: Trackers and Usage Data.

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

Experience

St. Louis Art Supply uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

PayPal button and widgets (PayPal Inc.)

The PayPal button and widgets are services allowing interaction with the PayPal platform provided by PayPal Inc.

Personal Data processed: Cookies and Usage Data.

Place of processing: See the PayPal privacy policy – Privacy Policy.

Trackers duration:

- · LANG: 8 hours
- akavpau ppsd: duration of the session
- ts: duration of the session

Measurement

St. Louis Art Supply uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google Inc.)

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 St. Louis Art Supply, 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: Cookies and Usage Data.

Place of processing: US – Privacy Policy – Opt Out.

Trackers duration:

• AMP_TOKEN: 1 hour

_ga: 2 years _gac*: 3 months _gat: 1 minute

• _gid: 1 day

Display Advertising extension for Google Analytics (Google Inc.)

Google Analytics on St. Louis Art Supply might use Google's Interest-based advertising, 3rd-party audience data and information from the DoubleClick Cookie to extend analytics with demographics, interests and ads interaction data.

Personal Data processed: Cookies and Usage Data.

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

Trackers duration:

IDE: 2 years _gcl_*: 3 months test cookie: 15 minutes

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 St. Louis Art Supply.

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

Marketing

St. Louis Art Supply uses Trackers to deliver personalized ads or marketing content, and to measure their performance.

Trackers managed by third parties

Facebook Custom Audience (Facebook, Inc.)

Facebook Custom Audience is a Remarketing and Behavioral Targeting service provided by Facebook, Inc. that connects the activity of St. Louis Art Supply with the Facebook advertising network.

Personal Data processed: Cookies and email address.

Place of processing: US – Privacy Policy – Opt Out.

Trackers duration:

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

TikTok Remarketing (TikTok Information Technologies UK Limited)

TikTok Remarketing is a remarketing and behavioral targeting service provided by TikTok Information Technologies UK Limited , TikTok Inc., Bytedance, TikTok Technology Limited or by TikTok Pte. Ltd., depending on how the Owner manages the Data processing, that connects the activity of St. Louis Art Supply with the TikTok advertising network.

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

Place of processing: United Kingdom – <u>Privacy Policy</u>; United States – <u>Privacy Policy</u>; India – <u>Privacy Policy</u>; Ireland – <u>Privacy Policy</u>; Singapore – <u>Privacy Policy</u>.

Trackers duration:

- _tt_enable_cookie: 2 years
- ttp: 2 years
- tt_appInfo: indefinite
- tt_pixel_session_index: indefinite
- tt sessionId: indefinite

Google AdSense (Google Inc.)

Google AdSense is an advertising service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing. This service uses the "DoubleClick" Cookie, which tracks use of St. Louis Art Supply and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: Google Ad Settings.

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

Personal Data processed: Cookies and Usage Data.

Place of processing: US – 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

Google Ads conversion tracking (Google Inc.)

Google Ads conversion tracking is an analytics service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Google Ads advertising network with actions performed on St. Louis Art Supply.

Personal Data processed: Trackers and Usage Data.

Place of processing: US – Privacy Policy.

Trackers duration:

• IDE: 2 years

• test cookie: 15 minutes

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

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta Audience Network with actions performed on St. Louis Art Supply. 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: US – Privacy Policy.

Trackers duration:

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

TikTok conversion tracking (TikTok Inc.)

TikTok conversion tracking is an analytics and behavioral targeting service provided by TikTok Inc. that connects data from the TikTok advertising network with actions performed on St. Louis Art Supply. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of St. Louis Art Supply.

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

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

Trackers duration:

- _tt_enable_cookie: 2 years
- _ttp: 2 years
- tt appInfo: indefinite
- tt_pixel_session_index: indefinite
- tt sessionId: indefinite

Pinterest Ads (Pinterest, Inc.)

Pinterest Ads is an advertising service provided by Pinterest, Inc. that allows the Owner to run advertising campaigns on the Pinterest advertising network.

Users may opt out of behavioral advertising features through their device settings, their Pinterest personalization settings.

Personal Data processed: device information, email address, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data and User ID.

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

Trackers duration:

• _pin_unauth: 1 year

• _pinterest_ct_ua: duration of the session

Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers and Usage Data.

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

Trackers duration:

• MUID: 2 years

• _uetmsclkid: 3 months

_uetmsclkid: indefinite

• _uetsid: 1 day

• _uetsid: indefinite

• _uetvid: 2 years

uetvid: indefinite

Klaviyo (Klaviyo Inc.)

Klaviyo is an email address management and message sending service provided by Klaviyo Inc.

To take advantage of the service provided by Klaviyo, the Owner typically shares information about (purchasing) Users, such as for example contact details and shopping histories. Check the indication at "Personal Data processed" below for an explanation of the extent of the sharing.

Personal Data processed: company name, country, date of birth, email address, first name, gender, last name, phone number, physical address, profession, purchase history, state, Trackers, Usage Data, username and various types of Data.

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

Trackers duration:

• __kla_id: 3 years

How to manage preferences and provide or withdraw consent on St. Louis Art Supply

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 St. Louis Art Supply.

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 and UK), 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 the use of Trackers

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help St. Louis Art Supply 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

St. Louis Art Supply 4011 Papin Street, Suite A St. Louis, MO 63110

Owner contact email: hello@stlartsupply.com

Since the use of third-party Trackers through St. Louis Art Supply 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 St. Louis Art Supply.

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 St. Louis Art Supply (or third-party services employed in St. Louis Art Supply), which can include: the IP addresses or domain names of the computers utilized by the Users who use St. Louis Art Supply, 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.

The individual using St. Louis Art Supply 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 St. Louis Art Supply. The Data Controller, unless otherwise specified, is the Owner of St. Louis Art Supply.

St. Louis Art Supply (or this Application)

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

Service

The service provided by St. Louis Art Supply 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 policy relates solely to St. Louis Art Supply, if not stated otherwise within this document.

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