



Cookies, Pixels and Social Plug-Ins

Last modified: December 18, 2019

1. General information

This is the notice regarding cookies, pixels and social plug-ins of DataPowers LLC (“DataPowers,” “we,” “us”, “our”). DataPowers is the data controller for the purpose of this Cookie Notice. This Cookie Notice provides information about our use of cookies, pixels and social plug-ins in connection with your use of and interaction with this website or any other online presence administered by us, including without limitation our social media presences. For information about our processing of personal data obtained in connection with your use of and interaction with this Website please see our Privacy Notice.

2. Cookies

A cookie is a small piece of data sent from a website and stored on the user's computer or mobile device by the user's web browser while the user is browsing. Cookies were designed to be a reliable mechanism for websites to remember stateful information or to record the user's browsing activity. They can also be used to remember arbitrary pieces of information that the user previously entered into form fields such as names, addresses, passwords, and credit card numbers.

Like many other websites, we also use cookies on ours. Different cookies have different purposes but also different lifespans. The lifespan of a cookie determines how long a cookie will remain on your computer before it deletes itself.

Browsers may accept or reject cookies automatically but allow you to change these settings. To find out how to manage cookies on the following browsers, follow the provided link:

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

On this Website, we may use the following cookies:

- Functional cookies. These cookies record information about the choices you make on the Website.
- Analytical cookies. These cookies allow us to collect information about how visitors use the Website, for example to count visitors and to see how visitors move around the Website. We may rely on Google Analytics, a service provided by Google, Inc. (“Google”), to analyze your use of the Website. We may also make use of Yandex Metrika, a service provided by the company YANDEX LLC, Russia (“Yandex”), to analyze your use of the Website.
- Social media cookies. These cookies allow you to share Website content with social media platforms (e.g., Facebook, Twitter, Instagram). We have no control over these cookies as they are set by the social media platforms themselves.
- Advertisement cookies. These cookies allow us to deliver tailor-made advertisements to you on third party websites based on your interests in our products and services manifested during your visit on our Website. These cookies do not collect data that identifies you. All data is anonymous.

3. Pixels and Social Plug-Ins

We also use other technologies on our Website which allow us and Third Party Providers to offer you a more personalized and engaging web experience. Therefore we use the following technologies:

- Facebook pixels. Facebook pixels are small pieces of software and are nearly invisible pixel-sized “dots” on our Website which create a link between your visit to our Website and Facebook. When the pixel loads, Facebook places a so-called “fr”-cookie on your computer, which helps Facebook to provide you with more



personalized advertisements, but also to measure and improve advertisements. This cookie has a lifespan of 90 days. More information on Facebook cookies can be found here:

<https://www.facebook.com/policies/cookies/>. Please note that when the “fr”-cookie is placed, Facebook is able to follow your surfing behavior across other websites which have implemented a Facebook pixel or Facebook social plug-in.

- Linked Insight Tag. Linked insight Tag are small pieces of software and are nearly invisible pixel-sized “dots” on our Website which create a link between your visit to our Website and LinkedIn. When the pixel loads, LinkedIn places a so-called “ads.linkedin.com”-cookie on your computer, which helps LinkedIn to provide you with more personalized advertisements, but also to measure and improve advertisements. This cookie has a lifespan of 90 days. More information on LinkedIn cookies can be found here: <https://www.linkedin.com/legal/cookie-policy>. Please note that when the “ads.linkedin.com”-cookie is placed, LinkedIn is able to follow your surfing behavior across other websites which have implemented a Linked Insight Tag or LinkedIn social plug-in.
- Social plugins. Social plug-ins are small pieces of software which create a link between your visit to our Website and the social media platform of a Third Party Provider. The social plug-in will let the Third Party Provider know that you have visited our Website and may let the Third Party Provider receive cookies he has placed on your computer beforehand.

4. Processing your Personal Data

For processing your personal data under the conditions outlined in this Cookie Notice, but with the exception of strictly necessary cookies and functional cookies, we ask for your consent.

5. The lifespan of a cookie

Your personal data are only processed for as long as needed to achieve the purposes which are described above or up until such time where you withdraw your consent for processing them, unless we or any other third party have an overriding interest in keeping your personal data identifiable or when there is a legal or regulatory obligation or a judicial or administrative order that prevents us from de-identifying.

6. Third Party Providers

You understand that our use of analytical as well as social media cookies may imply that the Third Party Providers of those cookies may obtain certain information about you, including your surfing behavior. We refer to the information provided by these Third Party Providers for more details on how these Third Party Providers use your personal data.

We rely on third party service providers such as web hosting companies to process your Personal Data on our behalf and to provide you the Website.

7. Transfer/disclosure of your Personal Data

For the explained use of cookies by or with the assistance of the mentioned partners, we may transfer your Personal Data to third countries, including to countries that are not considered providing an adequate level of data protection by the relevant regulatory bodies, for example to countries not considered by the European Commission. In such case, we ensure the appropriate or suitable protection of your personal data by having the recipients adhere to binding contractual obligations in accordance with applicable standards approved by the relevant regulatory bodies or by relying on other safeguards, such as self-certifications, approved by the relevant regulatory bodies.

DataPowers may disclose your Personal Data:

- if required to do so by law or in a good faith belief that access, preservation or disclosure is reasonably necessary to respond to claims asserted against DataPowers, or
- to comply with legal proceedings, or
- in the event of an emergency involving the danger of public health, death or physical injury to a person,
- to protect the rights, property or personal safety of DataPowers and its owners or employees.



Please remember this Website may be hosted outside your home country, and thus, your Personal Data may be stored on a server hosted outside your home country. By supplying DataPowers with your Personal Data, you permit its transfer outside the country within the bounds of use of such Personal Data in accordance with the applicable law.

8. Your rights regarding Personal Data we collect from you

You may withdraw your consent to receiving marketing materials and information from us by contacting us as set out in Section 9 herein.

You are entitled (in the circumstances and under the conditions set out in the applicable law) to:

- Request information on your Personal Data processed by us. This right entitles you to know if we hold your Personal Data and if we do, to obtain information on and a copy of that Personal Data.
- Request a rectification of your Personal Data. This right entitles you to have your Personal Data corrected if it is inaccurate or incomplete.
- Object to the processing of your Personal Data. This right entitles you to request DataPowers no longer processes your Personal Data.
- Request the erasure of your Personal Data. This right entitles you to request the erasure of your Personal Data.
- Request the restriction of the processing of your Personal Data. This right entitles you to request only DataPowers processes your Personal Data in limited circumstances and with your consent.
- Request portability of your Personal Data. This right entitles you to receive a copy (in a structured, commonly used and machine-readable format) of Personal Data you have provided to DataPowers, or request DataPowers to transmit this Personal Data to another data controller.

9. Contact information.

If at any time you would like to contact us with your views about our Cookie Notice, or with any inquiry relating to your Personal Data (for example, its removal or correction), you can do so by way of our contact form on each web page of our Website, or by email: info@datapowers.ai