PRIVACY NOTICE

Last updated August 10, 2020

Thank you for choosing to be part of our community at UMBRELLA consulting, a.s. ("Company," "we," "us," or "our"). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this privacy notice or our practices with regard to your personal information, please contact us at vectorizedesign@gmail.com.

This privacy notice describes how we might use your information if you:

Visit our website at http://www.vectorization.eu/

Engage with us in other related ways — including any sales, marketing, or events

In this privacy notice, if we refer to:

"Website," we are referring to any website of ours that references or links to this policy

"Services," we are referring to our Website, and other related services, including any sales, marketing, or events

The purpose of this privacy notice is to explain to you in the clearest way possible what information we collect, how we use it, and what rights you have in relation to it. If there are any terms in this privacy notice that you do not agree with, please discontinue use of our Services immediately.

Please read this privacy notice carefully, as it will help you understand what we do with the information that we collect.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and Services, when you participate in activities on the Website or otherwise when you contact us.

The personal information that we collect depends on the context of your interactions with us and the Website, the choices you make and the products and features you use. The personal information we collect may include the following:

Personal Information Provided by You. We collect
images; photos; documents; computer files; and other similar information.

All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

In Short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Website.

We automatically collect certain information when you visit, use or navigate the Website. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Website and other technical information. This information is primarily needed to maintain the security and operation of our Website, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

The information we collect includes:

- **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage and performance information our servers automatically collect when you access or use our Website and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type and settings and information about your activity in the Website (such as the date/time stamps associated with your usage, pages and files viewed, searches and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps') and hardware settings).

- **Device Data.** We collect device data such as information about your computer, phone, tablet or other device you use to access the Website. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model Internet service provider and/or mobile carrier, operating system and system configuration information.

- **Location Data.** We collect location data such as information about your device's location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Website. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your Location setting on your device. Note however, if you choose to opt out, you may not be able to use certain aspects of the Services.

2. HOW DO WE USE YOUR INFORMATION?

In Short: We process your information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.

We use personal information collected via our Website for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

- We use only the user's images, photos, or documents for vector conversion in our online tool. These data are automatically deleted after 3 hours.
- We use only the user's images, photos, or documents for vector conversion in our online tools. These data are automatically deleted after 3 hours.
- Data from google analytics and the webmaster tool are used for improving SEO.

3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

In Short: We only share information with your consent, to comply with laws, to provide
you with services, to protect your rights, or to fulfill business obligations.

We may process or share your data that we hold based on the following legal basis:

- **Consent**: We may process your data if you have given us specific consent to use your personal information for a specific purpose.
- **Legitimate Interests**: We may process your data when it is reasonably necessary to achieve our legitimate business interests.
- **Performance of a Contract**: Where we have entered into a contract with you, we may process your personal information to fulfill the terms of our contract.
- **Legal Obligations**: We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests**: We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

- **Business Transfers**: We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Vendors, Consultants and Other Third-Party Service Providers**: We may share your data with third-party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Website, which will enable them to collect data on our behalf about how you interact with our Website over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, pages or features, and better understand online activity. Unless described in this notice, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes. We have contracts in place with our data processors, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will also not share your personal information with any organization apart from us. They also commit to protect the data they hold on our behalf and to retain it for the period we instruct.
- **Third-Party Advertisers**: We may use third-party advertising companies to serve ads when you visit or use the Website. These companies may use information about your visits to our Website(s) and other websites that are contained in web cookies and other tracking technologies in order to provide advertisements about goods and services of interest to you.
- **Affiliates**: We may share your information with our affiliates, in which case we will require those affiliates to honor this privacy notice. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.
- **Business Partners**: We may share your information with our business partners to offer you certain products, services or promotions.

4. WHO WILL YOUR INFORMATION BE SHARED WITH?

**In Short**: We only share information with the following third parties.

We only share and disclose your information with the following third parties. If we have processed your data based on your consent and you wish to revoke your consent, please contact us using the contact details provided in the section below titled "HOW CAN YOU CONTACT US ABOUT THIS NOTICE".

- **Advertising, Direct Marketing, and Lead Generation**
  - Google AdSense
- **Content Optimization**
  - Google Fonts
5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

**In Short:** We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Notice.

6. WHAT IS OUR STANCE ON THIRD-PARTY WEBSITES?

**In Short:** We are not responsible for the safety of any information that you share with third-party providers who advertise, but are not affiliated with, our Website.

The Website may contain advertisements from third parties that are not affiliated with us and which may link to other websites, online services or mobile applications. We cannot guarantee the safety and privacy of data you provide to any third parties. Any data collected by third parties is not covered by this privacy notice. We are not responsible for the content or privacy and security practices and policies of any third parties, including other websites, services or applications that may be linked to or from the Website. You should review the policies of such third parties and contact them directly to respond to your questions.

7. HOW LONG DO WE KEEP YOUR INFORMATION?

**In Short:** We keep your information for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this notice will require us keeping your personal information for longer than 90 days.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

8. HOW DO WE KEEP YOUR INFORMATION SAFE?

**In Short:** We aim to protect your personal information through a system of organizational and technical security measures.

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Website is at your own risk. You should only access the Website within a secure environment.

9. DO WE COLLECT INFORMATION FROM MINORS?

**In Short:** We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age. By using the Website, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent’s use of the Website. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at vectorizedesign@gmail.com.
10. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: In some regions, such as the European Economic Area (EEA) and United Kingdom (UK), you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.

In some regions (like the EEA and UK), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the contact details provided below. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

If you are a resident in the EEA or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here: https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you are a resident in Switzerland, the contact details for the data protection authorities are available here: https://www.edoeb.admin.ch/edoeb/en/home.html.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Website. To opt-out of interest-based advertising by advertisers on our Website visit http://www.aboutads.info/choices/.

11. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

12. DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: Yes, if you are a resident of California, you are granted specific rights regarding access to your personal information.

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with the Website, you have the right to request removal of unwanted data that you publicly post on the Website. To request removal of such data, please contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Website, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g. backups, etc.).

CCPA Privacy Notice

The California Code of Regulations defines a “resident” as:

(1) every individual who is in the State of California for other than a temporary or
transitory purpose and
(2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose

All other individuals are defined as "non-residents."

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your personal information.

What categories of personal information do we collect?

We have collected the following categories of personal information in the past twelve (12) months:

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
<th>Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Identifiers</td>
<td>Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address and account name</td>
<td></td>
</tr>
<tr>
<td>B. Personal information categories listed in the California Customer Records statute</td>
<td>Name, contact information, education, employment, employment history and financial information</td>
<td>YES</td>
</tr>
<tr>
<td>C. Protected classification characteristics under California or federal law</td>
<td>Gender and date of birth</td>
<td></td>
</tr>
<tr>
<td>D. Commercial information</td>
<td>Transaction information, purchase history, financial details and payment information</td>
<td></td>
</tr>
<tr>
<td>E. Biometric information</td>
<td>Fingerprints and voiceprints</td>
<td></td>
</tr>
<tr>
<td>F. Internet or other similar network activity</td>
<td>Browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems and advertisements</td>
<td></td>
</tr>
<tr>
<td>G. Geolocation data</td>
<td>Device location</td>
<td></td>
</tr>
<tr>
<td>H. Audio, electronic, visual, thermal, olfactory, or similar information</td>
<td>Images and audio, video or call recordings created in connection with our business activities</td>
<td></td>
</tr>
<tr>
<td>I. Professional or employment-related information</td>
<td>Business contact details in order to provide you our services at a business level, job titles as well as work history and professional qualifications if you apply for a job with us</td>
<td></td>
</tr>
<tr>
<td>J. Education Information</td>
<td>Student records and directory information</td>
<td></td>
</tr>
<tr>
<td>K. Inferences drawn from other personal information</td>
<td>Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for example, an individual’s preferences and characteristics</td>
<td>NO</td>
</tr>
</tbody>
</table>

We may also collect other personal information outside of these categories instances where you interact with us in-person, online, or by phone or mail in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and
- Facilitation in the delivery of our Services and to respond to your inquiries.

How do we use and share your personal information?

UMBRELLA consulting, a.s. collects and shares your personal information through:

- Targeting cookies/Marketing cookies
- Social media cookies
- Beacons/Pixels/Tags

More information about our data collection and sharing practices can be found in this privacy notice.

You may contact us by email at vectorizedesign@gmail.com, or by referring to the contact details at the bottom of this document.

If you are using an authorized agent to exercise your right to opt-out we may deny a
request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

Will your information be shared with anyone else?

We may disclose your personal information with our service providers pursuant to a written contract between us and each service provider. Each service provider is a for-profit entity that processes the information on our behalf.

We may use your personal information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be "selling" of your personal data.

UMBRELLA consulting, a.s. has disclosed the following categories of personal information to third parties for a business or commercial purpose in the preceding twelve (12) months:

- **Category A.** Identifiers, such as contact details, like your real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address and account name.
- **Category B.** Personal information, as defined in the California Customer Records law, such as your name, contact information, education, employment, employment history and financial information.
- **Category C.** Characteristics of protected classifications under California or federal law, such as gender or date of birth.
- **Category D.** Commercial information, such as transaction information, purchase history, financial details and payment information.
- **Category E.** Biometric information, such as fingerprints and voiceprints.
- **Category F.** Internet or other electronic network activity information, such as browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems and advertisements.
- **Category G.** Geolocation data, such as device location.
- **Category H.** Audio, electronic, visual and similar information, such as images and audio, video or call recordings created in connection with our business activities.
- **Category I.** Professional or employment-related information, such as business contact details in order to provide you our services at a business level, job title as well as work history and professional qualifications if you apply for a job with us.
- **Category J.** Education information, such as student records and directory information.

The categories of third parties to whom we disclosed personal information for a business or commercial purpose can be found under "WHO WILL YOUR INFORMATION BE SHARED WITH?".

UMBRELLA consulting, a.s. has not sold any personal information to third parties for a business or commercial purpose in the preceding twelve (12) months. UMBRELLA consulting, a.s. will not sell personal information in the future belonging to website visitors, users and other consumers.

Your rights with respect to your personal data

**Right to request deletion of the data - Request to delete**

You can ask for the deletion of your personal information. If you ask us to delete your personal information, we will respect your request and delete your personal information, subject to certain exceptions provided by law, such as (but not limited to) the exercise by another consumer of his or her right to free speech, our compliance requirements resulting from a legal obligation or any processing that may be required to protect against illegal activities.

**Right to be informed - Request to know**

Depending on the circumstances, you have a right to know:

- whether we collect and use your personal information;
- the categories of personal information that we collect;
- the purposes for which the collected personal information is used;
- whether we sell your personal information to third parties;
the categories of personal information that we sold or disclosed for a business purpose;
the categories of third parties to whom the personal information was sold or disclosed for a business purpose; and
the business or commercial purpose for collecting or selling personal information.

In accordance with applicable law, we are not obligated to provide or delete consumer information that is de-identified in response to a consumer request or to re-identify individual data to verify a consumer request.

Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights

We will not discriminate against you if you exercise your privacy rights.

Verification process

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. These verification efforts require us to ask you to provide information so that we can match it with information you have previously provided us. For instance, depending on the type of request you submit, we may ask you to provide certain information so that we can match the information you provide with the information we already have on file, or we may contact you through a communication method (e.g., phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate.

We will only use personal information provided in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional information from you for the purposes of verification. If, however, we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity, and for security or fraud-prevention purposes. We will delete such additionally provided information as soon as we finish verifying you.

Other privacy rights

you may object to the processing of your personal data.

you may request correction of your personal data if it is incorrect or no longer relevant, or ask to restrict the processing of the data.

you can designate an authorized agent to make a request under the CCPA on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with the CCPA.

you may request to opt-out from future selling of your personal information to third parties. Upon receiving a request to opt-out, we will act upon the request as soon as feasibly possible, but no later than 15 days from the date of the request submission.

To exercise these rights, you can contact us by email at vectorizedesign@gmail.com, or by referring to the contact details at the bottom of this document. If you have a complaint about how we handle your data, we would like to hear from you.

13. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

14. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may contact our Data Protection Officer (DPO), Krist Ľuboš, by email at vectorizedesign@gmail.com, or by post to:

UMBRELLA consulting, a.s.
Krist Ľuboš
If you have any further questions or comments, you may also contact us by post at the following corporate address:

UMBRELLA consulting, a.s.
Vojtecha Tvrđého 777/12
Žilina, žilinský kraj 01001
Slovakia
Phone: +421 911 44 00 11

15. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please submit a request form by clicking here.
COOKIE POLICY

Last updated January 01, 2022

This Cookie Policy explains how UMBRELLA consulting, a.s. ("Company", "we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our websites at https://vectorization.eu, ("Websites"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, UMBRELLA consulting, a.s.) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Websites for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser’s help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit http://www.aboutads.info/choices/ or http://www.youronlinechoices.com.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):
### Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Websites and to use some of its features, such as access to secure areas.

<table>
<thead>
<tr>
<th>Name</th>
<th>Purpose</th>
<th>Provider</th>
<th>Service</th>
<th>Country</th>
<th>Type</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>mdata</td>
<td>Used to register a unique ID that identifies a returning user's device.</td>
<td>.mookie1.com</td>
<td>Media Innovation Group</td>
<td>________</td>
<td>http_cookie</td>
<td>1 year 29 days</td>
</tr>
<tr>
<td>__tlbcpv</td>
<td>Used to record unique visitor views of the consent banner.</td>
<td>.termly.io</td>
<td>Termly</td>
<td>United States</td>
<td>http_cookie</td>
<td>1 year</td>
</tr>
</tbody>
</table>

### Performance and functionality cookies:

These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.

<table>
<thead>
<tr>
<th>Name</th>
<th>Purpose</th>
<th>Provider</th>
<th>Service</th>
<th>Country</th>
<th>Type</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>pixel</td>
<td>Helps site owners track how users interact with product reviews. A persistent cookie that expires in 13 months</td>
<td>vectorization.eu</td>
<td>Yotpo Reviews</td>
<td>United States</td>
<td>pixel_tracker</td>
<td>session</td>
</tr>
<tr>
<td>i</td>
<td>Used by Yandex Metrica for identifying site users. This cookie exists for a period of 1 year maximum.</td>
<td>.openx.net</td>
<td>Yandex Metrica</td>
<td>________</td>
<td>server_cookie</td>
<td>11 months 30 days</td>
</tr>
<tr>
<td>d</td>
<td>Collects anonymous data on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded with the purpose of generating reports for optimising the website content. Expires in 3 months</td>
<td>.quantserve.com</td>
<td>Quantcast Measurement Service</td>
<td>________</td>
<td>server_cookie</td>
<td>2 months 29 days</td>
</tr>
</tbody>
</table>

### Analytics and customization cookies:

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customize our Websites for you.

<table>
<thead>
<tr>
<th>Name</th>
<th>Purpose</th>
<th>Provider</th>
<th>Service</th>
<th>Country</th>
<th>Type</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>trk</td>
<td></td>
<td>.quantserve.com</td>
<td>Quantserve.com</td>
<td>________</td>
<td>server_cookie</td>
<td>2 months 29 days</td>
</tr>
<tr>
<td>Name</td>
<td>Purpose</td>
<td>Provider</td>
<td>Service</td>
<td>Country</td>
<td>Type</td>
<td>Expires in</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------</td>
<td>------------------</td>
<td>-------------------------------------------------------</td>
<td>-----------</td>
<td>---------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>mc</td>
<td>Used by quantserve to record unique numbers that identify your browser and interaction history. It expires in 5 years</td>
<td>.quantserve.com</td>
<td>Quantcast Measurement Service View Service Privacy Policy</td>
<td>United States</td>
<td>server_cookie</td>
<td>1 year 1 month</td>
</tr>
<tr>
<td>ab</td>
<td>Used by Neustar to collect data on user visits to a site, such as what pages have been accessed. The registered data is used to categorize the user’s interest and demographic profiles in terms of resales for targeted marketing.</td>
<td>.agkn.com</td>
<td>Neustar View Service Privacy Policy</td>
<td>United States</td>
<td>http_cookie</td>
<td>11 months 30 days</td>
</tr>
<tr>
<td>sync/</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>pixel_tracker</td>
<td>session</td>
</tr>
<tr>
<td>rlas3</td>
<td>Used to collect anonymous data related to the user’s visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.</td>
<td>.rlcdn.com</td>
<td>Rapleaf View Service Privacy Policy</td>
<td>United States</td>
<td>http_cookie</td>
<td>11 months 30 days</td>
</tr>
<tr>
<td>pxrc</td>
<td>Used to analyse how user interacts with the site to optimise ads shown to them. Expires after 2 months</td>
<td>.rlcdn.com</td>
<td>Liveramp View Service Privacy Policy</td>
<td>United States</td>
<td>server_cookie</td>
<td>1 month 29 days</td>
</tr>
<tr>
<td>#.gif</td>
<td>Used by Towerdata to gather data about website clients to help site owners target better ads at them</td>
<td>vectorization.eu</td>
<td>Towerdata View Service Privacy Policy</td>
<td>United States</td>
<td>pixel_tracker</td>
<td>session</td>
</tr>
</tbody>
</table>
### Advertising cookies:

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

<table>
<thead>
<tr>
<th>Name:</th>
<th>uuid</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong></td>
<td>Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads.</td>
</tr>
<tr>
<td><strong>Provider:</strong></td>
<td>innovid.com</td>
</tr>
<tr>
<td><strong>Service:</strong></td>
<td>Mediamath <a href="#">View Service Privacy Policy</a></td>
</tr>
<tr>
<td><strong>Country:</strong></td>
<td>United States</td>
</tr>
<tr>
<td><strong>Type:</strong></td>
<td>server_cookie</td>
</tr>
<tr>
<td><strong>Expires in:</strong></td>
<td>2 months 29 days</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name:</th>
<th>google_experiment_mod</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong></td>
<td>Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.</td>
</tr>
<tr>
<td><strong>Provider:</strong></td>
<td>vectorization.eu</td>
</tr>
<tr>
<td><strong>Service:</strong></td>
<td>Google</td>
</tr>
<tr>
<td><strong>Country:</strong></td>
<td>Czechia</td>
</tr>
<tr>
<td><strong>Type:</strong></td>
<td>html_local_storage</td>
</tr>
<tr>
<td><strong>Expires in:</strong></td>
<td>persistent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name:</th>
<th>__qca</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong></td>
<td>These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.</td>
</tr>
<tr>
<td><strong>Provider:</strong></td>
<td>vectorization.eu</td>
</tr>
<tr>
<td><strong>Service:</strong></td>
<td>LinkedIn <a href="#">View Service Privacy Policy</a></td>
</tr>
<tr>
<td><strong>Country:</strong></td>
<td>Czechia</td>
</tr>
<tr>
<td><strong>Type:</strong></td>
<td>http_cookie</td>
</tr>
<tr>
<td><strong>Expires in:</strong></td>
<td>1 year 26 days</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name:</th>
<th>pd</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong></td>
<td>Contains a timestamp which can be used to expire so that pixels can be re-dropped when a site requests for ads from openx.net domain. Persistent cookie that expires in 14 days</td>
</tr>
<tr>
<td><strong>Provider:</strong></td>
<td>.openx.net</td>
</tr>
<tr>
<td><strong>Service:</strong></td>
<td>OpenX <a href="#">View Service Privacy Policy</a></td>
</tr>
<tr>
<td><strong>Country:</strong></td>
<td>__________</td>
</tr>
<tr>
<td><strong>Type:</strong></td>
<td>server_cookie</td>
</tr>
<tr>
<td><strong>Expires in:</strong></td>
<td>15 days</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name:</th>
<th>uid</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong></td>
<td>Contains a unique ID to identify a user</td>
</tr>
<tr>
<td><strong>Provider:</strong></td>
<td>addthis.com</td>
</tr>
<tr>
<td><strong>Service:</strong></td>
<td>Adform <a href="#">View Service Privacy Policy</a></td>
</tr>
<tr>
<td><strong>Country:</strong></td>
<td>Netherlands</td>
</tr>
<tr>
<td><strong>Type:</strong></td>
<td>http_cookie</td>
</tr>
<tr>
<td><strong>Expires in:</strong></td>
<td>1 year 1 month</td>
</tr>
<tr>
<td>Name</td>
<td>Purpose</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ID</td>
<td>This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite</td>
</tr>
<tr>
<td>activeview</td>
<td>Used by Google as a measurement solution that detects viewable display ad impressions by detecting viewability via a piece of code that captures the cumulative time an ad has been viewed.</td>
</tr>
<tr>
<td>dpixel</td>
<td>A pixel tracking cookie that tracks how a user interacts with an ad served by Quantcast</td>
</tr>
<tr>
<td>TDCPM</td>
<td>Set by the CloudFlare service to register a unique ID that identifies a returning user's device. The ID is used for targeted ads. Expires after 1 year.</td>
</tr>
<tr>
<td>test_cookie</td>
<td>A session cookie used to check if the user’s browser supports cookies.</td>
</tr>
<tr>
<td>TDID</td>
<td>Is a third party cookie that contains a unique randomly-generated value that enables the platform to distinguish browsers and devices.</td>
</tr>
<tr>
<td>KADUSERCOOKIE</td>
<td>Used by Pubmatic to uniquely identify each browser or device from which an individual user visits our partners' websites. Persistent cookie that stays for 121 days</td>
</tr>
</tbody>
</table>
**Type:** server_cookie  
**Expires in:** 2 months 29 days

**Name:** CMPRO  
**Purpose:** Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data used for targeted advertising  
**Provider:** .casalemedia.com  
**Service:** Casale Media [View Service Privacy Policy]  
**Country:** Canada  
**Type:** http_cookie  
**Expires in:** 2 months 29 days

**Name:** CMID  
**Purpose:** Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data used for targeted advertising  
**Provider:** .casalemedia.com  
**Service:** Casale Media [View Service Privacy Policy]  
**Country:** Canada  
**Type:** http_cookie  
**Expires in:** 11 months 30 days

**Name:** CMPS  
**Purpose:** Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data used for targeted advertising  
**Provider:** .casalemedia.com  
**Service:** Casale Media [View Service Privacy Policy]  
**Country:** Canada  
**Type:** server_cookie  
**Expires in:** 2 months 29 days

**Name:** KTPCACOOKIE  
**Purpose:** Used by Pubmatic to check if third party cookies are enabled on the user's browser. A session cookie  
**Provider:** .pubmatic.com  
**Service:** Pubmatic [View Service Privacy Policy]  
**Country:** United States  
**Type:** server_cookie  
**Expires in:** 1 day

**Name:** __gads  
**Purpose:** Set by Google Ad Manager on a site to help with measuring how a user interacts with the ads on that domain and preventing the same ads from being shown to the user too many times. Expires in 1.5 years.  
**Provider:** .vectorization.eu  
**Service:** Google AD Manager [View Service Privacy Policy]  
**Country:** Czechia  
**Type:** http_cookie  
**Expires in:** 1 year 24 days

**Name:** IDE  
**Purpose:** Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years.  
**Provider:** .doubleclick.net  
**Service:** DoubleClick [View Service Privacy Policy]  
**Country:** United States  
**Type:** http_cookie  
**Expires in:** 1 year 11 months 29 days

**Name:** CMST  
**Purpose:** Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data used for targeted advertising  
**Provider:** .casalemedia.com  
**Service:** Casale Media [View Service Privacy Policy]
<table>
<thead>
<tr>
<th>Country</th>
<th>Type</th>
<th>Expires in:</th>
<th>Social networking cookies:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>server_cookie</td>
<td>1 day</td>
<td>These cookies are used to enable you to share pages and content that you find interesting on our Websites through third party social networking and other websites. These cookies may also be used for advertising purposes.</td>
</tr>
</tbody>
</table>

**Name:** na_tc  
**Purpose:** Tracking cookie used with social media share plugin Addthis to track what users click and share. Persistent cookie that is saved for 6972 days  
**Provider:** .addthis.com  
**Service:** [View Service Privacy Policy](#)  
**Country:** Netherlands  
**Type:** http_cookie  
**Expires in:** 1 year 1 month

**Name:** ouid  
**Purpose:** Used by AddThis to enable visitors to share content with a range of networking and sharing platforms. It is associated with the AddThis social sharing widget which is commonly embedded in their site. Expires in 1 year.  
**Provider:** .addthis.com  
**Service:** [View Service Privacy Policy](#)  
**Country:** Netherlands  
**Type:** http_cookie  
**Expires in:** 1 year 1 month

**Name:** na_tc  
**Purpose:** Tracking cookie used with social media share plugin Addthis to track what users click and share. Persistent cookie that is saved for 6972 days  
**Provider:** .e.dlx.addthis.com  
**Service:** Addthis [View Service Privacy Policy](#)  
**Country:** United States  
**Type:** server_cookie  
**Expires in:** 1 year 1 month

**Name:** na_id  
**Purpose:** Sets a unique user id to track a user on a site. Persistent cookie that stays for 730 days  
**Provider:** .addthis.com  
**Service:** Addthis [View Service Privacy Policy](#)  
**Country:** Netherlands  
**Type:** http_cookie  
**Expires in:** 1 year 1 month

**Unclassified cookies:**  
These are cookies that have not yet been categorized. We are in the process of classifying these cookies with the help of their providers.

**Name:** id  
**Purpose:**  
**Provider:** .mookie1.com  
**Service:**  
**Country:**  
**Type:** http_cookie  
**Expires in:** 1 year 29 days

**Name:** ov  
**Purpose:**  
**Provider:**  
**Service:**  
**Country:**  
**Type:**  
**Expires in:** 1 year 29 days
<table>
<thead>
<tr>
<th>Name</th>
<th>Purpose</th>
<th>Provider</th>
<th>Service</th>
<th>Country</th>
<th>Type</th>
<th>Expires in</th>
</tr>
</thead>
<tbody>
<tr>
<td>u</td>
<td></td>
<td>.agkn.com</td>
<td></td>
<td></td>
<td>server_cookie</td>
<td>11 months 30 days</td>
</tr>
<tr>
<td>b30msc</td>
<td></td>
<td>beacon.walmart.com</td>
<td></td>
<td>United States</td>
<td>server_cookie</td>
<td>30 minutes</td>
</tr>
<tr>
<td>na_sc_e</td>
<td></td>
<td>.dlx.addthis.com</td>
<td></td>
<td></td>
<td>server_cookie</td>
<td>30 days</td>
</tr>
<tr>
<td>na_sr</td>
<td></td>
<td>.dlx.addthis.com</td>
<td></td>
<td></td>
<td>http_cookie</td>
<td>30 days</td>
</tr>
<tr>
<td>goog_pem_mod</td>
<td></td>
<td>vectorization.eu</td>
<td></td>
<td>Czechia</td>
<td>html_local_storage</td>
<td>persistent</td>
</tr>
<tr>
<td>bsc</td>
<td></td>
<td>beacon.walmart.com</td>
<td></td>
<td>United States</td>
<td>http_cookie</td>
<td>session</td>
</tr>
</tbody>
</table>
What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Do you use Flash cookies or Local Shared Objects?

Websites may also use so-called "flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the Website Storage Settings Panel. You can also control Flash Cookies by going to the Global Storage Settings Panel and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

Do you serve targeted advertising?
Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other details that directly identify you unless you choose to provide these.

How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at vectorizedesign@gmail.com or by post to:

UMBRELLA consulting, a.s.
Vojtecha Turdeňa 777/12
010 01 Žilina

This cookie policy was created using Termly's Cookie Consent Manager.