

CARTLY Sàrl

COOKIE POLICY - JUNE 2023 EDITION

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1. Preamble

The CARTLY® platform is an Internet application presented in the form of a website (<https://www.cartlyapp.com>) (hereinafter also the "**Platform**") operated by the company CARTLY Sàrl (CHE-312.542.611) (hereinafter also "**we**" or the "**Provider**"), whose registered office is located rue du Tilleul 1, 1700 Fribourg, Switzerland (hello@cartlyapp.com / +41 582 55 03 44).

CARTLY® offers its customers access to a Platform allowing the creation and management of digital business cards that can be exchanged through different media, including through a web link sent via SMS, WhatsApp, or by scanning a QR code, as well as many other sharing methods available on the user's device (AirDrop, social networks, messaging application, email, email signature, MS Teams, etc.) (hereinafter also the "**Services**"). The Services are available in three offers: Starter account, Professional account and Business account. The details of these offers are presented on the Platform and may change at any time. The Platform gives the customer/user (hereinafter also "**you**" or the "**User**") the possibility to create a personal account (hereinafter also "**User Account**") allowing him/her to *upload* text, images, graphics, links, audio and/or video content, etc., (hereinafter also "**User Content**") in order to create, publish on the Internet and share his/her digital business cards through the Platform. To access the Platform, the User must have a standard browser (e.g. Google Chrome, Firefox, Microsoft Edge, Safari, etc.) on a device with an Internet connection (e.g. computer, smartphone, tablet, etc.). By having a Professional or Business account, the User can, through his User Account, give access to the Services to other users under his control (hereinafter also "**you**" or "**Sub-Users**"). For example, a company with a Business Account allowing the use of 250 digital business cards can, as a User of a Business Account, give access to the Services to 250 of its employees who will be its Sub-Users. In addition, a person who does not have a User Account (hereinafter also "**Third Party Contact**") can also, by means of the "contact exchange" button, share his or her contact information with a User, respectively a Sub-User, when the latter shares his or her digital business card with the Third Party Contact.

This Cookie Policy describes how we use cookies.

Please read the Cookie Policy carefully.

2. Use of cookies

Our Platform uses cookies. A cookie is a small file that is sent with our Platform pages and/or applications and is stored by your browser on your hard drive from your computer, cell phone, connected watch or tablet. The information stored there may be returned to our servers on a subsequent visit.

Cookies are information files that your Internet browser automatically stores on your device's hard drive when you visit our Platform.

The use of cookies is of great importance for the proper functioning of our Platform. Thanks to the contribution of our visitors, we can improve the use of our Platform and in particular make it more user-friendly, more efficient and more attractive.

Most Internet browsers automatically accept cookies. However, you can set your browser so that no cookies are stored on your device or so that a warning message is always displayed when a new cookie is created.

3. Legal basis

We use the tools necessary for the operation of our Platform on the basis of our legitimate interest in enabling you to use our Platform in a more convenient and individual manner and to use it as quickly as possible. In some cases, these tools may also be necessary for the performance of a contract or for the execution of pre-contractual measures.

Your consent is required for the use of certain cookies, especially those for marketing purposes.

We collect them by means of an informative banner.

Our Platform uses the "Cookieyes" code to collect and manage consent and possible revocations. When you make a decision in the consent banner, a cookie is set ("Cookieyes cookie") that records your consent or refusal. This cookie is technically necessary and we use it on the basis of our legitimate interest to document your consent. The access and storage of information is absolutely necessary in these cases. If you delete your cookies, we will ask for your consent again when you access our Platform at a later time.

You can revoke your consent for certain tools at any time. To do so, please refer to the section "Blocking and deleting cookies" below.

4. Types of cookies used and their purpose

We use the following cookies:

- **Functional cookies:** They allow us to improve the functioning of our Platform and to make it more user-friendly for visitors. For example, we store your login data.
- **Audience measurement cookies:** they ensure that an anonymous cookie is generated each time you visit our Platform. These cookies allow us to know whether you have visited the site before or not. A cookie is only created on the first visit. On subsequent visits, the existing cookie is used automatically. This cookie is only used for statistical purposes. In this way, the following data can be collected:
 - Number of unique visitors;
 - The frequency with which visitors visit the site;
 - What pages do visitors visit?
 - How long do visitors stay on a particular page;
 - The page from which visitors leave the site.
- **Tracking cookies:** they allow us to analyze your browsing, consultation or consumption habits on our Platform, in order to offer you targeted advertisements or personalized services. The profile that is built up based on this data is not linked to your name, address, email address, etc., but is only used to match ads to your profile, so that they are as relevant as possible to you. We collect your consent for these cookies. They will not be installed without your consent.
- **Third-party cookies:** These track the pages you visit in order to create your personal profile. This profile is not linked to your name, address, email address, etc., as mentioned above, but is used only to identify you as a unique visitor and to tailor advertisements to your profile so that they are as relevant to you as possible. We collect your consent for these cookies. These cookies will not be installed without your consent.
- **Social network cookies:** These allow social networks to record the articles and pages you share via their share buttons. They may also contain tracking cookies that trace your web browsing behavior.
- **Cookies for improving our Platform:** they allow us to test different versions of a web page to see which page is best used.

5. List of cookies used

We use the following tracking tools:

Google Cookies:

- Google Analytics:
 - Allows to measure the audience of the site. Google Analytics can process the following data:
 - IP address;
 - User ID and Device ID;
 - Achieving certain goals (conversions);
 - Clicked links to other websites;
 - Reference URL (previously visited page) ;
 - Page views (date, time, URL, title, length of time viewed) ;
 - Approximate location (country, region and city) ;
 - Downloaded files ;
 - Technical information (operating system; browser type, version and language; device type, make, model and resolution) ;
 - Cookies :
 - `_ga_1ZWJHWM181`; shelf life: 2 years;
 - `_ga_DONRM1WS3C`; shelf life: 2 years;
 - `_ga`; retention period: 2 years. The `_ga` cookie, set by Google Analytics, calculates visitor, session, and campaign data and also tracks site usage for the site analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors;
 - `_gid`; retention period: 1 day. Set by Google Analytics, the `_gid` cookie stores information about how visitors use a website, while creating an analytical report of website performance. The data collected includes the number of visitors, where they come from and the pages they visit anonymously;
 - `_gat_gtag_UA_167289629_6`; retention time: 1 minute. Defined by Google to distinguish visitors;
 - `_ga_EPX8XVF9BT`; shelf life: 2 years;
- Google tag manager: facilitates the implementation of tags on pages and allows to manage Google tags. A tag is a piece of code stored in the source code of a website in order to control which pages, services and/or tools are activated and downloaded;
- Google Tag Manager;
- Google Recaptcha:
 - `_GRECAPTCHA`; retention period: 5 months 27 days. This cookie is set by Google's recaptcha service to identify bots in order to protect the website from malicious spam attacks;
- Google AdSense: Google's advertising network using websites or YouTube videos as a medium for its ads;

- Google Dynamic Remarketing : allows to offer you dynamic advertising based on previous searches;
- Google Adwords Conversion : adwords campaign tracking tool;
- DoubleClick: Google's advertising cookies to display banners;

Please note that some data is processed on a Google server in the United States and that by accepting the Privacy Policy, you expressly consent to the transfer of this data to the United States.

Facebook cookies:

- Facebook connect : allows you to identify yourself with your Facebook account;
- Facebook social plugins : allows to like, share, comment content with a Facebook account;
- Facebook Custom Audience: allows you to interact with your audience on Facebook;
- This cookie is set by Facebook to display ads when you are on Facebook or a digital platform that uses Facebook advertising, after you have visited the website; it is kept for 3 months. This cookie is set by Facebook to display ads when you are on Facebook or a digital platform that uses Facebook advertising, after you visit the website;

Twitter cookies:

- Twitter button: allows you to easily share and display Twitter content;
- Twitter advertising: allows you to display and target ads through Twitter's ad network;

Other cookies :

- Hotjar:
 - `_hjFirstSeen`; retention time: 30 minutes. Hotjar sets this cookie to identify the first session of a new User, respectively Sub-User. It stores a true/false value, indicating whether this was the first time Hotjar saw this User or Sub-User;
 - `_hjIncludedInSessionSample`; retention time: 2 minutes. Hotjar uses this cookie to know if a User, respectively Sub-User, is included in the data sampling defined by the daily session limit of the site;
 - `_hjAbsoluteSessionInProgress`; retention time: 30 minutes. Hotjar sets this cookie to detect the first page view session of a User, respectively Sub-User. This is a true/false indicator set by the cookie ;
 - `_hjIncludedInPageviewSample`; retention time: 2 minutes. Hotjar uses this cookie to know if a User, respectively Sub-User, is included in the data sampling defined by the page view limit of the site;
- Stonly;
- Abstract API;
- Leadfeeder:
 - `lfa`; retention period: 2 years. This cookie is set by the Leadfeeder Provider to identify the IP address of the devices visiting the website, in order to retarget several Users, respectively Sub-Users, routed from the same IP address;
- Wix;

- XSRF-TOKEN; retention period: 2 hours. This cookie is set by Wix and is used for security purposes;
- _fa_test_cookie_stored; shelf life: past ;
- cartly_session; shelf life: 2 hours;
- _hiSessionUser_2232991; shelf life: 1 year;
- _hiSession_2232991; shelf life: 30 minutes.

More information can be found on the respective websites of the companies providing the above mentioned tools.

6. Your rights with respect to your personal data

You have the right to access, rectify, limit and delete your personal data. In addition, you have the right to object to the processing of personal data and the right to the transferability of your data. You can exercise these rights by sending us an email to the following address: privacy@cartlyapp.com. In order to prevent abuse, we may ask you to identify yourself on our Platform.

When accessing personal data related to a cookie, we ask you to send us a copy of the cookie in question. You can find them in your browser settings.

For the rest, we refer you to our Privacy Policy.

7. Blocking and deleting cookies

You can easily block and delete cookies yourself at any time through your Internet browser. You can also configure your Internet browser to receive a message when a cookie is set. You can also indicate that certain cookies should not be installed. For this, please consult the help function of your Internet browser. If you delete cookies from your Internet browser, this may affect the use of our Platform and alter your experience as a User or Sub-User, which is why we do not recommend this.

Please note that if you do not want cookies, we will no longer be able to ensure the proper functioning of our Platform. Some features of the Platform may be altered and in some cases you will not be able to access the Platform and use our Services. In addition, refusing cookies does not mean that you will not see ads. Advertisements will no longer be tailored to your interests and therefore may appear more often.

The steps to adjust your settings vary from browser to browser. If necessary, consult your browser's help function, or go to one of the links below to go directly to your browser's manual.

- Firefox: <https://support.mozilla.org/fr/kb/effacer-les-cookies-pour-supprimer-les-information>;
- Google Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform=Desktop&hl-fr>;
- Internet Explorer: <https://support.microsoft.com/fr-fr/help/278835/how-to-delete-cookie-files-in-internet-explorer>;
- Safari: <https://support.apple.com/fr-ch/guide/safari/sfri11471/mac>.

8. New developments and unplanned cookies

On some of the pages of our Platform, we may use content that is hosted on other sites and made available on our Platform by means of certain codes (embedded content). These codes often

use cookies. However, we have no control over what these third parties do with their cookies.

It is also possible that, through our Platform, cookies are placed by others. If you find cookies on our Platform that we have not identified, please let us know by emailing privacy@cartlyapp.com. You may also contact the third party directly and ask them what cookies they are setting, why they are setting them, how long the cookie will last, and what measures they are taking to protect your privacy.

If you have any questions and/or comments, please contact us at the following email address: privacy@cartlyapp.com.

9. Languages

The User or Sub-User may consult the Cookie Policy in different languages. **The User, respectively the Sub-User, who consults the Cookie Policy in a language other than French acknowledges that it is an automated translation of the original version written in French, without legal value.** In case of contradictions or possible different interpretations between the different versions, **only the French version is valid and has legal value.**

10. Changes to our Cookie Policy

Please note that **we may change this Cookie Policy from time to time to reflect the** use of our Platform, for example, when we change our Platform or the rules governing it.

We will notify you as much as possible of any significant changes to this Cookie Policy. However, we recommend that you review this Cookie Policy regularly to stay current and informed about how we use cookies.

In the event of substantial changes to our Cookie Policy, you will be notified by email or via the Platform.

Any new version of this Cookie Policy will be effective immediately upon posting on our Platform, unless otherwise specified. **Your continued use of the Platform, respectively our Services after the effective date of the new Privacy Policy will constitute your express consent and agreement to such changes.**

If you do not agree with the new Privacy Policy, you must immediately stop using the Platform or our Services and object within 5 days of learning of the new Privacy Policy. To object, you must send us an explicit email to the following email address: privacy@cartlyapp.com.

If you object, we may choose to delete your User Account, resulting in the permanent deletion of all User Content. In this case, you are not entitled to a refund of any payments already made to us.