

CARTLY Ltd

COOKIE POLICY - NOVEMBER 2023 EDITION

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1. Preamble

The CARTLY® platform consists of a web application in the form of a website (<https://www.cartlyapp.com>) and digital business cards in HTML format (hereinafter also referred to as the "**Platform**"), operated by CARTLY Ltd (CHE-312.542.611) (hereinafter also referred to as "**we**" or the "**Supplier**"), whose registered office is at Route de Villars 23, 1700 Fribourg, Switzerland (hello@cartlyapp.com / +41 582 55 03 44).

CARTLY® offers its customers access to a Platform enabling the creation and management of digital business cards that can be exchanged via a variety of media - including an Internet link sent via SMS, WhatsApp, or by scanning a QR code, as well as many other sharing modes available on the user's device (AirDrop, social networks, messaging application, email, email signature, MS Teams, etc.) - as well as the sharing of contact information via digital business cards (hereinafter also the "**Services**"). - as well as the sharing of contact information via digital business cards (hereinafter also referred to as the "**Services**"). The Services are available in three packages: Starter account, Pro account and Business account. Details of these offers are shown on the Platform and may change at any time. The Platform enables the customer/user (hereinafter also the "**User**" or "**you**") to create a personal account (hereinafter also "**User Account**") enabling 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. 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 Pro or Business account, the User can, through his User Account, give access to the Services to other users under his control (hereinafter also "**Sub-users**" or "**you**"). For example, a company with a Business Account including 250 digital business cards can, as a Business Account User, give access to the Services to 250 of its employees who will be its Sub-Users. Sub-Users also have a User Account to which they can *upload* User Content. In addition, any person viewing a CARTLY® digital business card (hereinafter also "**Third Party Contact**" or "**you**") may, by means of the "Send My Contact" button located on the digital business cards, share User Content by means of an electronic form (hereinafter also "**Contact Form**") with a User, respectively a Sub-User.

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 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 configure 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 more conveniently and individually and to use it as quickly as possible. In some cases, these tools may also be necessary for the performance of a contract or the execution of pre-contractual measures.

Your consent is required for the use of certain cookies, in particular those for marketing purposes. We collect them by means of an information 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") which records your consent or refusal. This cookie is technically necessary and we use it on the basis of our legitimate interest in documenting your consent. Accessing and storing 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 date.

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

4. Types of cookies used and their purpose

We use the following cookies:

- **Functional cookies:** these enable us to improve the operation of our Platform and make it more user-friendly for visitors. For example, we store your login data.
- **Audience measurement cookies:** these ensure that an anonymous cookie is generated each time you visit our Platform. These cookies make it possible to determine whether or not you have visited the site before. 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;
 - Which pages visitors consult ;
 - How long visitors stay on a particular page;
 - The page from which visitors leave the site.
- **Tracking cookies:** these are used to analyze your browsing, consultation or consumption habits on our Platform, in order to offer you targeted advertising or personalized services. The profile established on the basis of this data is not linked to your name, address, e-mail address, etc., but is used solely to match advertisements 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, e-mail address etc., as mentioned above, but is used solely 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 obtain your consent for these cookies. These cookies will not be installed without your consent.
- **Cookies linked to social networks:** these enable social networks to record the articles and pages you share via their sharing buttons. They may also contain tracking cookies that trace your browsing behavior.
- **Platform improvement cookies:** these are used 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 measurement of site audience. Google Analytics may process the following data:
 - IP address;
 - User ID and Device ID ;
 - Reaching certain targets (conversions) ;
 - Links to other websites ;
 - Referrer URL (previously visited page) ;
 - Page views (date, time, URL, title, duration) ;
 - 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, installed 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. Installed by Google Analytics, the `_gid` cookie stores information on how visitors use a website, while creating an analytical report on site 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 period: 1 minute. Defined by Google to distinguish visitors;
 - `_ga_EPX8XVF9BT`; shelf life: 2 years;
- Google tag manager: makes it easy to implement tags on pages and manage Google tags. A tag is a piece of code stored in the source code of a website, for example, 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 robots in order to protect the website against malicious spam attacks;

- Google AdSense: Google's advertising network that uses websites or YouTube videos as a medium for its ads;
- Google Dynamic Remarketing: offers dynamic advertising based on previous searches;
- Google Adwords Conversion: adwords campaign tracking tool;
- DoubleClick: advertising cookies from Google to display banners;

Please note that certain data is processed on a Google server in the United States and that by accepting the Privacy Policy [\[https://cartlyapp.com/files/Privacy-Policy.pdf\]](https://cartlyapp.com/files/Privacy-Policy.pdf), you expressly consent to this data being transferred to the United States.

Facebook cookies :

- Facebook connect: allows you to log in using your Facebook account;
- Facebook social plugins: allows you to like, share and comment on content with a Facebook account;
- Facebook Custom Audience: allows you to interact with your audience on Facebook ;
- _fbp; retention period: 3 months. This cookie is set by Facebook to display ads when you are on Facebook or on a digital platform using Facebook advertising, after visiting the website ;

Twitter cookies :

- Twitter button: for easy sharing and display of Twitter content;
- Twitter advertising: allows you to display and target ads through Twitter's advertising network;

Other cookies :

- Hotjar:
 - _hjFirstSeen; retention period: 30 minutes. Hotjar sets this cookie to identify a visitor's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this visitor;
 - _hjIncludedInSessionSample; retention time: 2 minutes. Hotjar uses this cookie to find out whether a visitor is included in the data sampling defined by the site's daily session limit;
 - _hjAbsoluteSessionInProgress; retention time: 30 minutes. Hotjar sets this cookie to detect a visitor's first page consultation session. It is a true/false indicator defined by the cookie ;
 - _hjIncludedInPageviewSample; retention time: 2 minutes. Hotjar uses this cookie to find out whether a visitor is included in the data sampling defined by the site's page view limit;
- Stonly;
- Abstract API;
- Leadfeeder :

- Ifa; retention period: 2 years. This cookie is set by the Leadfeeder Provider to identify the IP address of devices visiting the website, in order to retarget multiple visitors 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.

Further information can be found on the respective websites of the companies providing the aforementioned tools.

6. Your rights with regard 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 e-mail to the following address: privacy@cartlyapp.com. In order to prevent abuse, we may ask you to identify yourself on our Platform.

When we need to access personal data linked 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 further information, please refer to our Privacy Policy [<https://cartlyapp.com/files/Privacy-Policy.pdf>].

7. Blocking and deleting cookies

You can easily block and delete cookies yourself at any time via your Internet browser. You can also set your browser to notify you when a cookie is set. You can also specify that certain cookies should not be installed. To do this, please consult your browser's help function. If you delete cookies from your Internet browser, this may affect the use of our Platform and alter your experience, which is why we do not recommend doing so.

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

The steps to follow 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 access your browser's manual directly.

- 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 accessible 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 may be 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 can also contact the third party directly and ask them what cookies they are placing, why they are placing 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. Links to other resources

Our Platform contains links to other resources that we do not own or control (e.g. links to social networks). Please be aware that we are not responsible for the cookie practices of these third parties. When you access the services of these third parties via our Platform, it is possible that these third parties may collect data about you. We encourage you to read their own cookie policies carefully.

10. Languages

The Cookie Policy is available in various languages. **However, if you consult the Cookie Policy in a language other than French, you acknowledge that this is an automated translation of the original French version, which has no legal value. In the event of contradictions or possible different interpretations between the different versions, only the French version shall prevail and have legal force.**

11. Changes to our Cookie Policy

We may modify this Cookie Policy from time to time, in order to adapt it to the use of our Platform, for example when we modify our Platform or the rules concerning it.

We will notify you as soon as possible of any significant changes to this Cookie Policy. However, we recommend that you consult this Cookie Policy regularly to keep up to date and informed about how we use cookies.

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

Any new version of the Cookie Policy will become effective immediately upon its publication on our Platform, unless otherwise indicated. **Your continued use of the Platform, respectively our Services, after the effective date of the new Cookie Policy will constitute your express consent and agreement to such changes.**

If you do not agree with the new Cookie Policy, you must immediately stop using the Platform and the Services. In addition, you must delete your User Account immediately. Deletion of the User Account will result in the permanent deletion of all User Content. In this case, you are not entitled to a refund of any payments already made.