

Cookies Policy

When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience. Below you can find more information about cookies, types of cookies we use and the way we use them. Because we respect your right to privacy, you can choose not to allow some types of cookies. However, blocking some types of cookies may impact your experience of the site and the services we are offering.

1. What are cookies?

Cookies are pieces of data that sites and services you use or visit can set on your browser or device and they can typically be read on future visits to learn more about the User and to personalize an experience, including the ads that are displayed to the User. "Cookies" is also a term that may be used to refer to a range of technologies that help an operator identify Users and devices, which in turn can help personalize an experience, prevent fraud, store preferences, and speed up delivery of content.

2. The way we use cookies?

Raccoon may employ cookies and related technologies described below for a variety of purposes, including:

- 1) to learn more about how our Services are used and similar analytical purposes;
- 2) to understand how Users interact with our ads;
- 3) to understand how to improve performance;
- 4) to prevent fraud;
- 5) to customize our website and Services with more relevant content; and
- 6) to provide you with more relevant advertising.

For example, we might use a web beacon to learn whether an email message was opened or we might store preferences in a flash cookie.

3. What types of cookies do we use?

As described below Raccoon employs a number of technologies to provide and improve its Services. Depending on your location, you will be offered a choice to accept or decline our use of these technologies, but you are welcome also to exercise the choices described below. Please note declining cookies may cause our website not to function correctly.

Generally, our cookies fall into the following categories listed below with some examples of the uses for each category.

- 1) **Strictly Necessary cookies:** These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

- 2) **Functionality cookies:** These cookies enable the website to provide enhanced functionality and personalization. If you do not allow these cookies then some or all of these services may not function properly.
- 3) **Performance cookies:** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.
- 4) **Social Media cookies:** These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools. Below is more information about the specific technology employed for the above purposes.
- 5) **Browser cookies:** Most major browser companies offer tools or settings for Users that do not want cookies set or read on their devices. Please visit your browser's settings or privacy settings pages.
- 6) **Flash cookies:** Flash cookies operate differently than browser cookies, and cookie management tools available in a web browser will not remove flash cookies. To learn more about how to manage flash cookies, you can visit the Adobe website and make changes at the Global Privacy Settings Panel.
- 7) **Beacons, pixel tags, clear gifs:** we may use these technologies to learn the online behavior and interests of Users and to personalize ads that Users see. To learn more about behavioral advertising, please visit the Network Advertising Initiative's website..
- 8) **Device IDs and digital fingerprinting:** The Service may use one or more of a variety of unique identifiers to recognize Users and their devices, including IDFA, device name and browser characteristics.

The table for cookies please find below:

Group	Category	Provider	Purpose	Expiry	Type
Only necessary cookies	Strictly Necessary cookies	Raccoon Technologies Ukraine LLC	Carrying out main functions of the web-site	session	HTTP
	Functionality cookies	Raccoon Technologies Ukraine LLC	Identifies the user and allows authentication to the server	session	HTTP
	Browser cookies	Raccoon Technologies Ukraine LLC	Preserves the visitor's session state across page requests.	Session	HTTP
	Flash cookies	Raccoon Technologies Ukraine LLC	Helps prevent Cross-Site Request Forgery (CSRF) attacks.	session	HTTP

Additional cookies	Performance cookies	Zoho Pagesense, Google Analytics, Facebook Pixel	Used to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	365 days	HTTP
	Social Media cookies	Raccoon Technologies Ukraine LLC	These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks	Session	HTTP
	Beacons, pixel tags, clear gifs	Zoho Pagesense, Google Analytics, Facebook Pixel	Used to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	365 days	HTTP
	Device IDs and digital fingerprinting	Zoho Pagesense, Google Analytics, Facebook Pixel	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	365 days	HTTP

4. What are my privacy choices for advertising?

Advertising helps to defray certain costs of providing Services, especially costs that are incurred but not recovered from Users. Thus, you may not have a choice to prevent advertisements from being presented when using the Services; however, you do have choices to limit personalized advertisements that are tailored to your interests.

You may be able to control targeting as you browse the web through browser settings and other mechanisms. If you do not wish to receive personalized advertising that is delivered by third parties, you may be able to exercise that choice through opt-out programs that are administered by third parties, including the Network Advertising Initiative (NAI), the Digital Advertising Alliance (DAA), and/or the European Interactive Digital Advertising Alliance (EIDAA). Where applicable, you may exercise your opt-out choices at the [NAI website](#), the [DAA website](#), or the [EIDAA website](#). Raccoon does not control these third-party-provided opt-out processes and is not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

If Raccoon delivers personalized advertising, we will provide all our Users with a notice and information about how they may be able to opt-out of such personalized advertisements. Such opportunity to opt out may occur through your device settings.

We also use Google, among others, to provide advertising through the Services and on third party websites. We may use the following features based on Google Analytics for Display Advertising: Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager integration, and Google Analytics Demographics and Interest Reporting. To opt-out of Google Analytics for Display Advertising or customize Google Display Network ads, you can visit the [Google Ads Settings page](#).

5. More choices regarding browser cookies and beacons and other tracking technologies

There are several browser plugins available to Users that want to be better informed about and have more control over the use of cookies and related technologies on their devices. Some popular ones are [Ghostery and Abine](#).

6. Information and choices regarding tracking and targeting on mobile devices

As of the effective date of this policy, Apple and Google offered the owners of devices that use their operating systems, iOS and Android, options for limiting tracking and targeting in relation to ads.

We do not control your device level opt out processes and we cannot be responsible for any choices you make through such mechanism or for the continued availability, accuracy, effectiveness, or location of that mechanism. Using a device level opt-out mechanism may opt you out of all third-party personalized advertisements.

If you use an Apple device go [here](#).

If you use an Android device, navigate to the google settings page, select ads and then choose to reset your Android Ad ID or opt-out of personalized ads.

Date: 27.05.2021