

# Cookie Policy

## Last updated : September 28, 2023

### 1. Introduction

This cookie policy explains how ZKID Labs AG (“ZKID”) uses cookies and similar technologies to recognize you when you visit our Sites (this “Cookie Policy”). Unless specifically defined in this Cookie Policy, all capitalized terms have the meaning given to them in the Terms of Use[a]. This Cookie Policy explains what these technologies are, why we use them, and your rights with respect to the use of these technologies. In some cases we may use cookies to collect personal information, or information that becomes personal information if we combine it with other information. For more details on how we process your personal information, please review our [Privacy Policy](#).

### 2. 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 to make their website function, work more efficiently, or provide reporting information.

Cookies set by the website owner (in this case, ZKID) 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 Site (e.g., like advertising, interactive content, and analytics). The parties that set these third party cookies can recognize your computer or device when it visits the website in question.

### 3. Why do we use cookies?

We use cookies for several reasons. Some cookies are required for technical reasons in order for our Sites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies enable us to understand the interests of our website visitors and users to enhance the user experience on our Sites. Third parties serve cookies through our Sites for our own advertising, analytics and other purposes. This is described in more detail below. The specific types of first and third party cookies served through our Sites and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Sites you visit).

### 4. 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 enables us to recognize when someone has visited our Sites or opened an email from us. This allows us, for example, to monitor the traffic patterns to our Sites, to deliver or communicate with cookies, to

improve Site performance or our Services overall, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functionality.

Provider	Name	Funding and purpose	Duration
Google	Google Analytics and Google Tag Manager	<p>Google Analytics is a web analytics tool that helps us understand how users engage with the Site (e.g., pages visited, interactions with the Site and clicks, etc.). This information is used to compile reports and to help us improve our Site. Specifically for frontends and applications, we use Google Analytics tools to track aggregated information including number of users visiting our Site and aggregated device information across users about types of browsers used, browser versions, operating systems and versions, and device types (e.g., mobile, tablet, desktop). Google Analytics also provides location data such as country and region across</p>	<p>General Site Usage - 2 years (_ga)</p> <p>Frontend and Application Usage - 2 years (_ga)</p> <p>1 day (_gid)</p> <p>1 minute (_gat)</p>

		users on an aggregate basis.	
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5. 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 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.

6. Where can I get further information?

If you have any questions about our use of cookies or other technologies, please contact us at:

ZKID Labs AG  
Baarerstrasse 98, 6300  
Zug, Switzerland