

Cookie Policy

This Cookies Policy explains what Cookies are and how we use them. You should read this policy so you can understand what type of cookies we use, or the information we collect using Cookies and how that information is used.

1. Introduction

- 1.1. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from Cookies. For further information on how we use, store and keep your personal data secure, see our Privacy Policy.
- 1.2. We do not store sensitive personal information, such as mailing addresses, account passwords, etc. in the Cookies we use.
- 1.3. **Cookies** means small files that are placed on your computer, mobile device or any other device by a website, containing details of your browsing history on that website among its many uses.
- 1.4. **Eyeblock** (referred to as either "Eyeblock", "We", "Us" or "Our" in this Cookies Policy) refers to a registered trademark owned by Exeltive Group Limited, a private limited liability company, incorporated in Cyprus with registration number HE 418565, and with registered address of 12 Dimostheni Severi, 6th Floor, Office 601, 1080 Nicosia, Cyprus.
- 1.5. **Website** refers to Eyeblock's website, accessible from www.eyeblock.io.
- 1.6. **You** means the individual accessing or using the Website, or a company, or any legal entity on behalf of which such individual is accessing or using the Website, as applicable.

2. What are Cookies

A cookie is a small piece of data that a website asks your browser to store on your computer or mobile device. The cookie allows the website to "remember" your actions or preferences over time. Most browsers support cookies, but users can set their browsers to decline them and can delete them whenever they like. They are harmless.

3. Function and Utility of Cookies

- 3.1. The Administrator may process data contained in Cookies when users use the Website for the following purposes:
 - 3.1.1. identification of users as logged-in to the Website and showing that they are logged in;
 - 3.1.2. remembering data from completed forms, surveys or login data to the Website;
 - 3.1.3. adjusting the content of the Website to individual preferences of users (e.g. regarding colors, font size, page layout) and optimization of the use of the Website;
 - 3.1.4. keeping anonymous statistics presenting how the Website is used displaying individualized advertisements for the Website user, according to preferences;
 - 3.1.5. better optimization of the functioning of the Website.
- 3.2. By saving cookies, the device records the activity of the Website user as it is individualized, according to his preferences.
- 3.3. The Administrator also processes anonymized operational data related to the use of the Website (so-called logs and domain) to generate statistics helpful in administering the Website.
- 3.4. Cookies are designed to make the Website user-friendly. Some cookies remain stored on your device until you delete them. They allow the Website's administrator to recognize the browser

you are using the next time you visit. If you do not want this, you can set up your browser allow it only in individual cases. However, disabling cookies may limit the functionality of the Website.

4. Categories of Cookies

When you visit our Website, you will be asked to choose your preferences amongst 3 levels, concerning how much of your Website behaviour data you give out. This means that you can, for example, partially restrict (e.g. temporarily) or completely disable the option of saving cookies – in the latter case, however, it may affect some of the Website’s functionalities.

4.1. Functional Cookies

Functional cookies are essential to provide our services. They are used to remember your preferences on our Website and to provide enhanced and personalised experience. The information collected by these cookies is usually anonymised, so we cannot identify you personally. Functional cookies do not track your internet usage or gather information which could be used for selling advertising, but they do help with providing advertising content. These cookies are usually session cookies which will expire when you close your browsing session.

4.2. Essential or ‘Strictly Necessary’ Cookies

These cookies are essential to provide our services. Without these cookies, parts of our Website will not function. These cookies do not track where you have been on the internet and do remember preferences beyond your current visit and do not gather information about you that could be used for marketing purposes. These cookies are usually session cookies which will expire when you close your browsing session.

4.3. Analytical Performance Cookies

Analytical performance cookies are used to monitor the performance of our Website and services, for example, to determine the number of pageviews and the number of unique users a Website has. Web analytics services may be designed and operated by third parties. The information provided by these cookies allows us to analyse patterns of user behaviour and we use that information to enhance user experience or identify areas of the Website which may require maintenance. The information is anonymous, cannot be used to identify you, does not contain personal information and is only used for statistical purposes.

4.4. Advertising Cookies

These cookies remember that you have visited a website and use that information to provide you with content or advertising which is tailored to your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. The information collected by these cookies may be shared with trusted third-party partners such as advertisers.

5. Cookies used on the Website

5.1. Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your personal computer or mobile device when you go offline, while Session Cookies are deleted as soon as you close your web browser. Eyeblock may collect statistics about the behavior of visitors to its Website. Eyeblock may display this information publicly or provide it to others. However, Eyeblock does not disclose your personally identifying information.

5.2. We use both session and persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

- Type: Session Cookies
- Administered by: Us
- Purpose: These Cookies are essential to provide you with services available through the Website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that you have asked for cannot be provided, and We only use these Cookies to provide you with those services.

Functionality Cookies

- Type: Persistent Cookies
- Administered by: Us
- Purpose: These Cookies allow us to remember choices you make when you use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the Website.

Tracking and Performance Cookies

- Type: Persistent Cookies
- Administered by: Third-Parties
- Purpose: These Cookies are used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the Website. We may also use these Cookies to test new advertisements, pages, features or new functionality of the Website to see how our users react to them.

Targeting and Advertising Cookies

- Type: Persistent Cookies
- Administered by: Third-Parties
- Purpose: These Cookies track your browsing habits to enable Us to show advertising which is more likely to be of interest to you. These Cookies use information about your browsing history to group you with other users who have similar interests. Based on that information, and with Our permission, third party advertisers can place Cookies to enable them to show adverts which We think will be relevant to your interests while you are on third party websites.

Social Media Cookies

- Type: Persistent Cookies
- Administered by: Third-Parties
- Purpose: In addition to our own cookies, we may also use various third parties Cookies to report usage statistics of the Website, deliver advertisements on and through the Website, and so on. These Cookies may be used when you share information using a social media networking website such as Facebook, Instagram, or Twitter.

6. Manage your Cookies

- 6.1. You have the right to request access, correct, and fill in your personal information at any time. Information about the protection of your personal data and about your rights can be found in the Privacy Policy. Specifically, with regard to cookies, you have the right to delete them, restrict their processing to use some or all of the cookies and thus to process your data.
- 6.2. If you prefer to avoid the use of Cookies on the Website, first you must disable the use of Cookies in your browser and then delete the Cookies saved in your browser associated with this Website. You may use this option for preventing the use of Cookies at any time.
- 6.3. If you do not accept Our Cookies, you may experience some inconvenience in your use of the Website and some features may not function properly.
- 6.4. If you'd like to delete Cookies or instruct your web browser to delete or refuse Cookies, please visit the help pages of your web browser.
 - 6.4.1. For the Chrome web browser, please visit this page from Google:
<https://support.google.com/accounts/answer/32050>
 - 6.4.2. For the Internet Explorer web browser, please visit this page from Microsoft:
<http://support.microsoft.com/kb/278835>
 - 6.4.3. For the Firefox web browser, please visit this page from Mozilla:
<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
 - 6.4.4. For the Safari web browser, please visit this page from Apple:
<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
 - 6.4.5. For any other web browser, please visit your web browser's official web pages.

7. Third party Cookies

- 7.1. Some of the following services collect statistics in anonymous and aggregate form and may not require the User's consent or may be handled directly by the Owner - as described - without the help of third parties.
- 7.2. www.eyeblock.io uses the remarketing services to advertise on third party websites (including Google, facebook, twitter) to previous visitors to our Website. It could mean that we advertise to previous visitors who haven't completed a task on our Website, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.
- 7.3. You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

8. Disclaimer

Any omission or delay in the exercise by Eyeblock of any right or provision of these Terms does not constitute a waiver of the applicable right or provision unless it is acknowledged and agreed in writing by Eyeblock. The terms include the overall agreement between you and Eyeblock and prevail over all prior or contemporaneous negotiations, discussions or agreements, if any, between the parties on the subject contained herein. However, the use of the Website on your behalf is subject to the additional disclaimers and warnings that may appear on the Website.