COOKIE POLICY Last updated November 16, 2023 This Cookie Policy explains how ZooLab UK ("Company," "we," "us," and "our") uses cookies and similar technologies to recognize you when you visit our website at https://www.zoolabuk.com ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them. In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information. 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 in order to make their websites work, or to work more efficiently, as well as to provide reporting information. Cookies set by the website owner (in this case, ZooLab UK) 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 website (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites. Why do we use cookies? We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Website for advertising, analytics, and other purposes. This is described in more detail below. How can I control cookies? You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services. The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. The specific types of first- and third-party cookies served through our Website and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Online Properties you visit): **Essential website cookies:** These cookies are strictly necessary to provide you with services available through our Website and to use some of its features, such as access to secure areas. Name: hs Purpose: Used for security reasons Provider: .www.zoolabuk.com Service: Wix View Service Privacy Policy Country: Sweden Type: server cookie Expires in: session Name: svSession Purpose: Used in connection with user login Provider: .www.zoolabuk.com Service: Wix View Service Privacy Policy Country: Sweden Type: server_cookie Expires in: 2 years Name: m Purpose: Tracks the user's session for Stripe Provider: m.stripe.com Service: Stripe View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 year 11 months 29 days Name: rc::a Purpose: Used to track and analyze user behavior to distinguish humans from bots or automated software. Provider: www.google.com Service: reCAPTCHA View Service Privacy Policy Country: United States Type: html_local_storage Expires in: persistent Performance and functionality cookies: These cookies are used to enhance the performance and functionality of our Website but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable. Name: XSRF-TOKEN Purpose: This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks. Provider: .www.zoolabuk.com Service: Advertiser's website domain View Service Privacy Policy Country: Sweden Type: server_cookie Expires in: session Name: yt-remote-connected-devices Purpose: Stores a list of connected devices for YouTube Provider: www.youtube.com Service: YouTube View Service Privacy Policy Country: United States Type: html_local_storage Expires in: persistent Name: PHPSESSID Purpose: Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, h ow it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages. Provider: form.boomte.ch Service: PHP.net View Service Privacy Policy Country: United States Type: server_cookie Expires in: session Name: fedops.logger.defaultOverrides Purpose: Used for stability/effectiveness measurement Provider: www.zoolabuk.com Service: Wix View Service Privacy Policy Country: Sweden Type: server_cookie Expires in: 1 minute Name: ytidb::LAST_RESULT_ENTRY_KEY Purpose: Stores the last result entry key used by YouTube Provider: www.youtube.com Service: YouTube View Service Privacy Policy Country: United States Type: html_local_storage Expires in: persistent Name: yt-remote-device-id Purpose: Stores a unique ID for the user's device for YouTube Provider: www.youtube.com Service: YouTube View Service Privacy Policy Country: United States Type: html_local_storage Expires in: persistent Name: XSRF-TOKEN Purpose: This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks. Provider: .wix.com Service: Advertiser's website domain View Service Privacy Policy Country: United States Type: server_cookie Expires in: session Name: fedops.logger.sessionId Purpose: Used for stability/effectiveness measurement Provider: www.zoolabuk.com Service: Wix View Service Privacy Policy Country: Sweden Type: html_local_storage Expires in: persistent **Analytics and customization cookies:** These cookies collect information that is used either in aggregate form to help us understand how our Website is being used or how effective our marketing campaigns are, or to help us customize our Website for you. Name: pxrc Purpose: Used to analyse how user interacts with the site to optimise ads shown to them. Expires after 2 months Provider: .rlcdn.com Service: Liveramp View Service Privacy Policy Type: server_cookie Expires in: 1 month 29 days Name: rlas3 Purpose: Used to collect anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the p urpose of displaying targeted ads. Provider: .rlcdn.com Service: Rapleaf View Service Privacy Policy Country: __ Type: server_cookie Expires in: 11 months 30 days Name: pxrc Purpose: Used to analyse how user interacts with the site to optimise ads shown to them. Expires after 2 months Provider: .pippio.com Service: Liveramp View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 month 29 days Name: NID Purpose: Set by Google to set a unique user ID to remember user preferences. Persistent cookie that stays for 182 days Provider: .google.com Service: Google View Service Privacy Policy Country: United States Type: server_cookie Expires in: 6 months Name: sp.pl Purpose: ___ Provider: sp.analytics.yahoo.com Service: ___ Country: United States Type: pixel_tracker Expires in: session Name: adsct Purpose: ____ Provider: t.co Service: _____ Country: United States Type: pixel_tracker Expires in: session Name: _s Purpose: Shopify analytics. Provider: .app.link Service: Shopify View Service Privacy Policy Country: United States Type: server_cookie Expires in: 11 months 30 days Name: 938675917 Purpose: _____ Provider: www.google.com Service: _____ Country: United States Type: pixel_tracker Expires in: session Name: event Purpose: _____ Provider: spotify.demdex.net Service: ___ Country: United States Type: pixel_tracker Expires in: session Name: rp.gif Purpose: _____ Provider: alb.reddit.com Service: Country: Sweden Type: pixel_tracker Expires in: session **Advertising cookies:** These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests. Name: TapAd_DID Purpose: Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user. Expires after 2 months. Provider: .tapad.com Service: Tapad View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 month 29 days Name: didts Purpose: Used to deliver adverts that are more relevant to user's interests. It is also used to limit the number of times a user sees an advertisement as well as help measure the effectiveness of t he advertising campaign. It is valid for 2 months or 1 year. Provider: .pippio.com Service: Pippio View Service Privacy Policy Country: United States Type: server_cookie Expires in: 11 months 30 days Name: test_cookie Purpose: A session cookie used to check if the user's browser supports cookies. Provider: .doubleclick.net Service: DoubleClick View Service Privacy Policy Country: United States Type: server_cookie Expires in: 15 minutes Name: TDCPM Purpose: Set by the CloudFlare service to register a unique ID that identifies a returning user's device. The ID is used for targeted ads. Expires after 1 year. Provider: .adsrvr.org Service: The Trade Desk View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 year Name: bcookie Purpose: Used to optimize the range of advertising on Linkedin Provider: .linkedin.com Service: Linkedin Ad Analytics View Service Privacy Policy Country: United States Type: server_cookie Expires in: 11 months 30 days Name: IDE Purpose: Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years. Provider: .doubleclick.net Service: DoubleClick View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 year 11 months 29 days Name: A3 Purpose: Cookies set in third party websites and apps Provider: .yahoo.com Service: Yahoo View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 year Name: TDID Purpose: Is a third party cookie that contains a unique randomly-generated value that enables the platform to distinguish browsers and devices. Provider: .adsrvr.org Service: The Trade Desk View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 year Name: nnls Purpose: Used by Liveramp for Target advertising. Persistent cookie that is saved for 60 days Provider: .pippio.com Service: Liveramp View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 month 29 days Name: _kuid_ Purpose: Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads. Provider: .krxd.net Service: Salesforce DMP View Service Privacy Policy Country: __ Type: server_cookie Expires in: 5 months 27 days Name: did Purpose: Used to show site visitors targeted ads. It expires after 2 months or 1 year. Provider: .pippio.com Service: Pippio View Service Privacy Policy Country: United States Type: server_cookie Expires in: 11 months 30 days Name: YSC Purpose: YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google u ser account and most recent login time. Provider: .youtube.com Service: YouTube View Service Privacy Policy Country: United States Type: server_cookie Expires in: session Name: TapAd_TS Purpose: Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user. Expires after 2 months. Provider: .tapad.com Service: Tapad View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 month 29 days Name: TapAd_3WAY_SYNCS Purpose: ____ Provider: .tapad.com Service: Tapad View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 month 29 days Name: VISITOR_INFO1_LIVE Purpose: YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google u ser account and most recent login time. Provider: .youtube.com Service: YouTube View Service Privacy Policy Country: United States Type: server cookie Expires in: 5 months 27 days Name: lidc Purpose: These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting. Provider: .linkedin.com Service: LinkedIn View Service Privacy Policy Country: United States Type: server cookie Expires in: 1 day **Social networking cookies:** These cookies are used to enable you to share pages and content that you find interesting on our Website through third-party social networking and other websites. These cookies may also be used for advertising purposes. Name: personalization id Purpose: Used on sites that share Twitter content and with Twitter share plugin. Persistent cookie that is set for 730 days Provider: .twitter.com Service: Twitter View Service Privacy Policy Country: United States Type: server_cookie Expires in: 1 year 11 months 29 days **Unclassified cookies:** These are cookies that have not yet been categorized. We are in the process of classifying these cookies with the help of their providers. Name: muc_ads Purpose: ___ Provider: .t.co Service: __ Country: United States Type: server_cookie Expires in: 1 year 11 months 29 days Name: ssr-caching Purpose: Provider: www.zoolabuk.com Service: __ Country: Sweden Type: server cookie Expires in: less than 1 minute Name: u_sclid_r Purpose: _____ Provider: podcasters.spotify.com Service: ___ Country: United States Type: html_local_storage Expires in: persistent Name: branch_session_first Purpose: ____ Provider: podcasters.spotify.com Country: United States Type: html_local_storage Expires in: persistent Name: sc_at Purpose: _____ Provider: .snapchat.com Service: Country: United States Type: server_cookie Expires in: 1 year 24 days Name: X-AB Purpose: _____ Provider: sc-static.net Service: __ Country: United States Type: server cookie Expires in: 1 day Name: loglevel Purpose: _____ Provider: podcasters.spotify.com Service: Country: United States Type: html_local_storage Expires in: persistent Name: _wixAB3 Purpose: ___ Provider: .wix.com Service: Country: United States Type: server_cookie Expires in: 5 months 27 days Name: VISITOR_PRIVACY_METADATA Purpose: _____ Provider: .youtube.com Service: _____

Country: United States

Type: server_cookie

Expires in: 5 months 27 days

Name: sp_adid

Provider: .spotify.com

Country: United States

Type: server_cookie
Expires in: 11 months 30 days

Service: _____

Name: _ttp

Purpose: _____

Provider: .tiktok.com

Service: _____

Country: United States

Expires in: 1 year 24 days

Name: li_sugr

Service: ____

Purpose: ______
Provider: .linkedin.com

Country: United States

Type: server_cookie

Expires in: 2 months 29 days

Name: u_sclid

Service: ___

Purpose: _____

Country: United States

Expires in: persistent

Chrome

FirefoxSafariEdgeOpera

Internet Explorer

<u>Digital Advertising Alliance</u>

and for other site operations.

connection with our services or online content.

Do you serve targeted advertising?

Where can I get further information?

ZooLab UK

3 Garnhall Farm Rd,

United Kingdom

Cumbernauld, Scotland G68 0HA

Phone: (+44)01324 667330

How often will you update this Cookie Policy?

Policy regularly to stay informed about our use of cookies and related technologies.

If you have any questions about our use of cookies or other technologies, please email us at info@zoolabuk.com or by post to:

The date at the top of this Cookie Policy indicates when it was last updated.

This cookie policy was created using Termly's Cookie Consent Manager.

<u>Digital Advertising Alliance of Canada</u>

European Interactive Digital Advertising Alliance

properly, and so declining cookies will impair their functioning.

Do you use Flash cookies or Local Shared Objects?

Cookies that are not being delivered by the operator of the page you are on at the time).

What about other tracking technologies, like web beacons?

Provider: podcasters.spotify.com

Type: html_local_storage

How can I control cookies on my browser?

information about how to manage cookies on the most popular browsers:

As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information. The following is

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 Website or opened an email including them. This allows us, for example, to

displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function

monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention,

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the <u>Website Storage Settings Panel</u>. You can also control Flash Cookies by going to the <u>Global Storage Settings Panel</u> and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in

Third parties may serve cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this and other websites in order to

accomplish this by using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to

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 therefore revisit this Cookie

provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. They can

you. The information collected through this process does not enable us or them to identify your name, contact details, or other details that directly identify you unless you choose to provide these.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

Type: server_cookie

Purpose: _____