



COOKIE POLICY OF NOVAKID

Last modified: November 13, 2020

1. INTRODUCTION

The present cookie policy (hereinafter: “**Cookie Policy**”) describes how NovaKid uses cookies and similar technologies to provide, customize, assess, enhance, promote, and protect our services. The Cookie Policy forms an integral part of the Privacy Policy of NovaKid. Please note that terms not described in this Cookie Policy have the similar meaning as defined in the Terms of Service and Privacy Policy of NovaKid. If you have any questions do not hesitate to contact us at support@novakidschool.com.

2. WHAT IS A COOKIE?

Cookie is a file, which is sent to the device of the user when the user visits the Website. NovaKid can access the cookie again when the user visits the Website on a further occasion, in order to facilitate navigation on the internet or transactions, or to access information about user behavior. It is sent to your browser and stored on your device’s hard drive. When you visit our Website, we may collect information from you automatically through cookies.

3. WHAT TYPES OF COOKIES DO WE USE?

a) **Strictly Necessary Cookies.** These cookies are essential for the Website’s operation; therefore the operation and availability of the Website and the Services cannot be provided without them. They help verify your account and remember the choices you make at novakidschool.com.

In line with Article 5(3) of the ePrivacy Directive (Privacy and Electronic Communications Directive 2002/58/EC on Privacy and Electronic Communications), consent is not required for technical storage or access of the following cookies:

- cookies used for the sole purpose of carrying out the transmission of a communication,
- cookies that are strictly necessary in order for the provider of an information society service explicitly required by the user to provide the Services.

b) **Research, Performance, and Analytics Cookies.** These cookies help us providing a better user experience by analyzing how users interact with novakidschool.com. For instance, they help us identify which pages are used most frequently and what type of NovaKid features are the most popular. This assists us in refining NovaKid’s Website and Services according to our users’ interests.

c) **Advertising Cookies.** These cookies help us to inform you and provide you with customized advertisement based on your past use of the Website and / or the Services. These cookies are monitoring your usage data and by using cookies, information, which information does not consider as personal data, is transferred to the partners that manage the remarketing and behavioral targeting activity.



4. LIST OF COOKIES WE USE

4.1 Strictly Necessary Cookies

Service provider name	Cookie name	Description	Expiry
novakidschool.com	intercom-state	Allows the Website to recognize the visitor in order to optimize the chat-box functionality.	Persistent
novakidschool.com	SESS#	Preservers user states across page requests.	Session

4.2 Research, Performance, and Analytics Cookies

Service provider name	Cookie name	Description	Expiry
novakidschool.com	__vw_tab_guid	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	Session
novakidschool.com	_dc_gtm_UA-#	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	1 day
novakidschool.com	_ga; _gid; _gat;	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	_ga: 2 years; _gid: 1 day; _gat: 1 day;
novakidschool.com	collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session
novakidschool.com	_ym_d	Contains the date of the visitor's first visitor's first visit to the website.	1 year
novakidschool.com	_ym_isad	This cookie is used to determine if the visitor has any adblocker software in their browser.	1 day
novakidschool.com	_ym_retryReqs	Registers statistical data on user's behaviour on the Website. Used for internal	Persistent

		analytics by the Website operator.	
novakidschool.com	_ym_uid	This cookie is used to collect non-personal information on the visitor's Website behavior and non-personal visitor statistics.	1 year
novakidschool.com	referrer	Stores data on which Websites the user has visited.	29 days
yandex.ru	yandexuid	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	1 year
yandex.ru	ymex	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	1 year

4.3 Advertising Cookies

Service provider name	Cookie name	Description	Expiry
novakidschool.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
novakidschool.com	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
novakidschool.com	_ym#_last Hit	Used by Yandex for specifying the time in order to get an accurate bounce rate of the visitors.	Persistent
novakidschool.com	_ym#_lsid	Used for identifying Website users.	Persistent
novakidschool.com	_ym#_reqNum	Used for determining the ordinal number of the request for the Yandex.Metrica tag in the user's browser.	Persistent
novakidschool.com	_ym_metrika_enabled	This cookie is used to collect data on the visitor's behaviour on the Website. This information can be used	1 day

		to assign the visitor segment, based on common preferences.	
novakidschool.com	metrika_enabled	Used to track visitors on multiple websites in order to present relevant advertisement based on the visitor's preferences.	1 day
google.com	ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session
google.com	pagead/1p-conversion/#	Generated by Google to track events such as conversions or other meaningful user interactions on the Website.	Session
atdmt.com	ATN	Targets ads based on behavioural profiling and geographical location.	2 years
atdmt.com	https://cx.atmdt.com/	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	Session
facebook.com	fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
yandex.ru	i	Used for identifying Website users.	1 year
yandex.ru	webvisor/48570440	Used for identifying Website users actions.	Session
yandex.ru	yabs-sid	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	Session
yandex.ru	yuidss	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	1 year



doubleclick.net	test_cookie	Used to check if the user's browser supports cookies.	1 day
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5. WHAT DO WE DO WITH INFORMATION WE COLLECT?

5.1 Strictly Necessary Cookies

We use the information we collect to:

- verify the user's account during the session;
- remember the choices made on the Website;
- avoid fraudulent access to the user account;
- provide Chatting services;
- process card payments.

5.2 Research, Performance, and Analytics Cookies

We use the information we collect to:

- remember your information so that you will not have to re-enter it during your visit or the next time you visit the Website;
- monitor aggregate usage metrics such as total number of visitors and pages viewed;
- help NovaKid to improve its Services.

5.3 Advertising Cookies

We use the information we collect to:

- provide custom, personalized advertisements, content, and information;
- monitor the effectiveness of our marketing campaigns;
- inform users about current promotions.

6. OPTING IN

By entering our Website, users can actively check their desired preferences on the pop-up window about the cookies we use in the future. This consent must be renewed every 12 months.

The cookies are grouped into four intelligible categories, that the user may check or uncheck, depending on their preferences. Strictly Necessary Cookies cannot be unchecked and refused, because they are whitelisted and are necessary for our Website to function properly.

7. OPTING OUT

You can set their browser to not accept cookies, but this may limit your ability to use our Services. For example, you may not be able to log into your account. Please visit the following links to find out how you to change your cookie and advertisement settings:

- <http://www.aboutcookies.org/>
- <https://tools.google.com/dlpage/gaoptout>



- <http://optout.aboutads.info/>
- <http://www.youronlinechoices.com/uk/your-ad-choices>

8. THIRD PARTY / EMBEDDED CONTENT

The Website uses different third-party applications and services to enhance users' experience. This includes social media platforms such as Facebook. As a result, cookies may be determined by such third parties and used by them to track your online activity. Please note, that NovaKid has no direct control over information collected by these cookies. To get more information on the cookies used by such third party through the embedded content, we recommend you to review the privacy policy and terms of use of this third party.

We may update this Cookie Policy from time to time. When we make changes, we'll update the "Effective Date" at the end of the Cookie Policy and post it at novakidschool.com. Please, check the updates of NovaKid's Cookies Policy periodically.

Effective Date: November 13, 2020