



COOKIE POLICY OF NOVAKID

Last modified: May 1st, 2021

1. INTRODUCTION

The present cookie policy (hereinafter: “**Cookie Policy**”) describes how NovaKid uses cookies and similar technologies on the www.novakidschool.com site and all of its subdomains and subsites (including the individual language sites: ae.novakidschool.com, ar.novakidschool.com, arab-fr.novakidschool.com, arabic.novakidschool.com, br.novakidschool.com, cl.novakidschool.com, co.novakidschool.com, cz.novakidschool.com, de.novakidschool.com, es.novakidschool.com, fr.novakidschool.com, global.novakidschool.com, gr.novakidschool.com, hu.novakidschool.com, id.novakidschool.com, il.novakidschool.com, in-en.novakidschool.com, in.novakidschool.com, it.novakidschool.com, kr.novakidschool.com, mx.novakidschool.com, my.novakidschool.com, pl.novakidschool.com, pt.novakidschool.com, ro.novakidschool.com, sa.novakidschool.com, school.novakidschool.com, sk.novakidschool.com, tr.novakidschool.com) 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, which newsletters are most engaging,



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
novakidschool.com	_ym_visorc	Allows Session Replay to function correctly	Persistent

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 analytics by the Website operator.	Persistent
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
novakidschool.com	tmr_reqNum	A local cookie containing the number of requests sent to the server. Can be used to estimate transmission loss.	1 year



novakidschool.com	_hjTLDDTest	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.	Persistent
novakidschool.com	_hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year
novakidschool.com	tmr_reqNum	A local cookie containing the number of requests sent to the server. Can be used to estimate transmission loss.	1 year
novakidschool.com	_hjTLDDTest	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.	Persistent



novakidschool.com	_gcl_au	It's the first party cookie for "Conversion Linker" functionality - it takes information in ad clicks and stores it in a first-party cookie so that conversions can be attributed outside the landing page.	3 months
novakidschool.com	tmr_lvidTS	Local cookie, contains the timestamp for generating the cookie tmr_lvid	1 year
novakidschool.com	tmr_lvid	Local cookie, visitor's identifier on the website side. It is used to provide the functionality of the getClientID method, cache the issuance of VID cookies, as well as to calculate the audience size for browsers that do not support 3-party cookies	1 year
novakidschool.com	_hjFirstSeen	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.	Persistent
novakidschool.com	intercom-session	Allows users to access their conversations and have data communicated on logged out pages for 1 week.	7 days
novakidschool.com	intercom-id	Allows visitors to see any conversations they've had on Intercom websites.	1 year
novakidschool.com	_ym_isad	Determines whether a user has ad blockers	Persistent

www.novakidschool.com	__stripe_mid	Fraud prevention cookies, and similar technologies that we deploy through our Site, help us learn things about computers and web browsers used to access Stripe Services. This information helps us monitor for and detect potentially harmful or illegal use of our Services.	1 year
www.novakidschool.com	utm_data	Used to understand Ads effective	3 months
www.novakidschool.com	initial_page	Used to understand which page be a referrer	30 days
www.novakidschool.com	referrer	Stores data on which Websites the user has visited.	30 days
school.novakidschool.com	__stripe_mid	Fraud prevention cookies, and similar technologies that we deploy through our Site, help us learn things about computers and web browsers used to access Stripe Services. This information helps us monitor for and detect potentially harmful or illegal use of our Services.	1 year
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
google.com	__Secure-3PAPISID	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	2 years

google.com	SAPISID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	APISID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	SSID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	HSID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	1P_JAR	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	29 days
trustpilot.com	_hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year
trustpilot.com	TrustboxSplitTest	These Trustpilot cookies are used to show our reviews and scores to users.	3 months
trustpilot.com	amplitude_id	These Trustpilot cookies are used to show our reviews and scores to users.	10 years
trustpilot.com	OptanonConsent	These Trustpilot cookies are used to show our reviews and scores to users.	1 year

trustpilot.com	__auc	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
trustpilot.com	TrustboxSplitTest	These Trustpilot cookies are used to show our reviews and scores to users.	3 months
trustpilot.com	TP.uuid	These Trustpilot cookies are used to show our reviews and scores to users.	28 years
trustpilot.com	ajs_anonymous_id	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
trustpilot.com	OptanonAlertBoxClosed	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
privy.com	_hjTLDTTest	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.	Session
privy.com	_hp2_ses_props	These cookies collect information to measure and understand how visitors use our Site. This includes user activity tracking on this Site, including pages visited and links clicked.	Persistent
privy.com	_hjFirstSeen	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.	Persistent
privy.com	__gid	Cookies beginning with __utm and __ga originate from Google Analytics and are used to keep a record of visitor statistics.	1 days

privy.com	__cfduid	The __cfduid cookie helps Cloudflare detect malicious visitors to our Customers' websites and minimizes blocking legitimate users. It may be placed on the devices of our customers' End Users to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It is necessary for supporting Cloudflare's security features.	30 days
privy.com	_hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year
privy.com	__zcmid	These cookies are managed by ZopIM, who provide the technology behind our 'live chat' system. The __zcmid cookie allows you to continue a chat with us as you view different pages on our site, or if you come back to the site later. If you choose to disable this service from the live chat window's options menu or the 'ON'/'OFF' switch above, the __zcpvacy cookie is set to remember that decision and the __zcmid cookie is deleted.	1 year
privy.com	_hp2_id	These cookies collect information to measure and understand how visitors use our Site. This includes user activity tracking on this Site, including pages visited and links clicked.	1 year
privy.com	_ga	Cookies beginning with __utm and _ga originate from Google Analytics and are used to keep a record of visitor statistics.	2 years

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_enabld	This cookie is used to collect data on the visitor's behaviour on the Website. This information can be used to assign the visitor segment, based on common preferences.	1 day
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
novakidschool.com	_privy_	Used to distinguish users.	1 year

novakidschool.com	_gaexp	Cookies beginning with __utm and _ga originate from Google Analytics and are used to keep a record of visitor statistics.	2 months
school.novakidschool.com	tmr_detect	These cookies are used by Google services to collect information that allows us to serve our advertisements on properties that are part of the Google Display Network.	1 days
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/lp-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.atdmt.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	Collecting user action on the page for analyzed user experience without data that the user inputs in forms.	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
google.com	SID	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years
google.com	__Secure-3PSID	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years
google.com	NID	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	1 year
google.com	__Secure-3PSIDCC	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	1 year
.privy.com	_privy_	Used to distinguish users.	1 year

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: May 1st, 2021