

COOKIE POLICY OF GHOSTMONITOR INC.

Last modified: March 18, 2021

1. INTRODUCTION

The present cookie policy (hereinafter: “**Cookie Policy**”) describes how GhostMonitor 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 GhostMonitor. Please note that capitalized terms not described in this Cookie Policy have the similar meaning as defined in the Terms of Service and Privacy Policy of GhostMonitor. If you have any questions do not hesitate to contact us at gdpr@recart.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. GhostMonitor 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 the Website.

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 the Website. For instance, they help us identify which pages are used most frequently, which newsletters are most engaging, and what type of features on the Website are the most popular. This assists us in refining the Website and our 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 At www.recart.com

4.1.1 Strictly Necessary Cookies

Service provider name	Cookie name	Description	Expiry
recart.com	intercom-played-notifications	Used by the website to determine which support notifications the user has been shown.	Session
recart.com	LD_R	Used by LeadDyno to provide affiliate marketing services.	100 years
recart.com	LD_S	Used by LeadDyno to provide affiliate marketing services.	1 day
recart.com	LD_T	Used by LeadDyno to provide affiliate marketing services.	100 years
recart.com	LD_U	Used by LeadDyno to provide affiliate marketing services.	100 years
linkedin.com	li_gc	Saves the user's cookie consent.	2 years
google.com	rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the Website, in order to make valid reports on the use of their web site.	Persistent
google.com	rc::b	This cookie is used to distinguish between humans and bots.	Session
google.com	rc::c	This cookie is used to distinguish between humans and bots.	Session

4.1.2 Research, Performance, and Analytics Cookies

Service provider name	Cookie name	Description	Expiry
ads.linkedin.com	lang	Remembers the user's selected language version of the Website.	Session
recart.com	__hssc	Identifies if the cookie data needs to be updated in the user's browser.	1 day

recart.com	__hssrc	Used to recognize the user's browser upon reentry to the Website.	Session
recart.com	__hstc	Sets a unique ID for the session. This allows the Website to obtain data on the user's behavior for statistical purposes.	1 year
recart.com	_dc_gtm_UA-#	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	1 day
recart.com	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	2 years;
recart.com	_gid	Used by Google Analytics to throttle request rate.	1 day
recart.com	_gat	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	1 day
google-analytics.com	collect	Used to send data to Google Analytics about the user's device and behavior. Tracks the user across devices and marketing channels.	Session
recart.com	hubspotutk	Sets a unique ID for the session of the user. This allows the Website to obtain data on the user's behavior for statistical purposes.	1 year
recart.com	intercom-id-[app_id]	Saves an anonymous user ID.	270 days
recart.com	intercom-session-[app_id]	Used by Intercom for keeping track of the sessions of the user and remember logins and conversations.	6 days
recart.com	intercom-state-[app_id]	Stores data for the chat widget available on the Website.	Persistent

4.1.3 Advertising Cookies

Service provider name	Cookie name	Description	Expiry
hubspot.com	__ptq.gif	Sends data to the marketing platform, Hubspot about the user's device and behavior. Tracks the user across devices and marketing channels.	Session
recart.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
recart.com	optiMonkClient	Implements pop-up advertisement on the Website, which allows GhostMonitor to present tailored	1 year

		advertisement campaigns for the users.	
recart.com	optiMonkClientId	Collects information on what products the user has viewed and the content of shopping cart. This is used to increase the Website's conversion rate through targeted advertisement and product promotions through e-mails.	1 year
recart.com	optiMonkSession	Saves the timestamp of when the user arrived on the Website in the current session.	Session
recart.com	OptiMonkVisitorAttributes	Saves and contains custom attributes for running OptiMonk properly, such as source referrer, source URL, country name of the user.	Persistent
google.com	ads/ga-audiences	Used by Google AdWords to re-engage users that are likely to convert to customers based on the user's online behavior across websites	Session
google.com	NID	Registers a unique ID that identifies a returning user's device. This ID is used for targeted ads.	6 months
linkedin.com	bcookie	Used by LinkedIn for tracking the use of embedded services.	2 years
linkedin.com	bscookie	Used by LinkedIn for tracking the use of embedded services.	2 years
linkedin.com	lang	Set by LinkedIn and required for the functioning of "Follow us" panel.	Session
linkedin.com	lids	Used by LinkedIn for tracking the use of embedded services.	1 day
linkedin.com	lissc	Used by LinkedIn for tracking the use of embedded services.	1 year
linkedin.com	UserMatchHistory	Used to track users on multiple websites in order to present them relevant advertisement based on the user's preferences.	29 days
perf.hsforms.com	embed/v3/counters.gif	Collects information on user preferences and/or interaction with the web-campaign content placed on the Website.	Session
facebook.com	fr	Used by Facebook to deliver a series of advertisement products	3 months

		such as real time bidding from third party advertisers.	
facebook.com	tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session

4.2 At app.recart.com

4.2.1 Strictly Necessary Cookies

Service provider name	Cookie name	Description	Expiry
recart.com	_cfduid	Used by Cloudflare to identify trusted web traffic.	29 days
recart.com	intercom-state	Allows the Website to recognize the user in order to optimize the chatbox functionality.	Persistent

4.2.2 Research, Performance, and Analytics Cookies

Service provider name	Cookie name	Description	Expiry
ads.linkedin.com	lang	Remembers the user's selected language version of the Website.	Session
recart.com	__hssc	Identifies if the cookie data needs to be updated in the user's browser.	1 day
recart.com	__hssrc	Used to recognize the user's browser upon reentry to the Website.	Session
recart.com	__hstc	Sets a unique ID for the session. This allows the Website to obtain data on the user's behavior for statistical purposes.	1 year
recart.com	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	2 years;
recart.com	_gid	Used by Google Analytics to throttle request rate.	1 day
recart.com	_gat	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	1 day
recart.com	_hjid	Sets a unique ID for the session. This allows the Website to obtain data on user behavior for statistical purposes.	1 year

app.recart.com	_hjid	Sets a unique ID for the session. This allows the Website to obtain data on user behavior for statistical purposes.	Persistent
app.recart.com	_hjIncludedInPageviewSample	Determines if the user's navigation should be registered in a certain statistical placeholder.	1 day
recart.com	hjTLDDTest	Detects the SEO-ranking for the Website. This service is part of the HotJar statistics and analytics service.	Session
google-analytics.com	collect	Used to send data to Google Analytics about the user's device and behavior. Tracks the user across devices and marketing channels.	Session
recart.com	hubspotutk	Sets a unique ID for the session of the user. This allows the Website to obtain data on the user's behavior for statistical purposes.	1 year
app.recart.com	_hjFirstSeen	Used by HotJar to register the timestamp of the first visit of the User.	Persistent
app.recart.com	segmentio.#.ack	Used by Segment to provide statistics of the Website.	Persistent
app.recart.com	segmentio.#.InProgress	Used by Segment to provide statistics of the Website.	Persistent
app.recart.com	segmentio.#.queue	Used by Segment to provide statistics of the Website.	Persistent
app.recart.com	segmentio.#.reclaimEnd	Used by Segment to provide statistics of the Website.	Persistent
app.recart.com	segmentio.#.reclaimStart	Used by Segment to provide statistics of the Website.	Persistent

4.2.3 Advertising Cookies

Service provider name	Cookie name	Description	Expiry
hubspot.com	__ptq.gif	Sends data to the marketing platform, Hubspot about the user's device and behavior. Tracks the user across devices and marketing channels.	Session
recart.com	__tld__	Used to track visitors on multiple websites in order to present relevant advertisement based on the user's preferences.	Session

recart.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
google.com	ads/ga-audiences	Used by Google AdWords to re-engage users that are likely to convert to customers based on the user's online behavior across websites	Session
recart.com	ajs%3Acookies	Used by Google Analytics to track users.	1 year
recart.com	ajs%3Atest	This cookie counts visits of the users and tracks other Website traffic-related metrics.	1 year
app.recart.com	ajs_group_id	Used by Segment to collect data on the users.	Persistent
app.recart.com	ajs_group_properties	Used by Segment to collect data on the users.	Persistent
app.recart.com	ajs_user_id	This cookie is set by Segment and used for usage analytics if the user is logged in.	Persistent
app.recart.com	ajs_user_traits	This cookie is set by Segment to identify call is made on the Website.	Persistent
linkedin.com	bcookie	Used by LinkedIn for tracking the use of embedded services.	2 years
linkedin.com	bscookie	Used by LinkedIn for tracking the use of embedded services.	2 years
linkedin.com	lang	Set by LinkedIn and required for the functioning of "Follow us" panel.	Session
linkedin.com	lide	Used by LinkedIn for tracking the use of embedded services.	1 day
linkedin.com	lissc	Used by LinkedIn for tracking the use of embedded services.	1 year
linkedin.com	UserMatchHistory	Used to track users on multiple websites in order to present them relevant advertisement based on the user's preferences.	29 days
facebook.com	fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
facebook.com	tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session

4.3 At blog.recart.com

4.3.1 Strictly Necessary Cookies

Service provider name	Cookie name	Description	Expiry
recart.com	_cfduid	Used by Cloudflare to identify trusted web traffic.	29 days
recart.com	intercom-played-notifications	Used by the website to determine which support notifications the user has been shown.	Session

4.3.2 Research, Performance, and Analytics Cookies

Service provider name	Cookie name	Description	Expiry
ads.linkedin.com	lang	Remembers the user's selected language version of the Website.	Session
recart.com	_dc_gtm_UA-#	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	1 day
recart.com	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	2 years;
recart.com	_gid	Used by Google Analytics to throttle request rate.	1 day
recart.com	_gat	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	1 day
recart.com	_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day
recart.com	_hjid	Sets a unique ID for the session. This allows the Website to obtain data on user behavior for statistical purposes.	1 year
app.recart.com	_hjid	Sets a unique ID for the session. This allows the Website to obtain data on user behavior for statistical purposes.	Persistent
app.recart.com	_hjIncludedInPageviewSample	Determines if the user's navigation should be registered in a certain statistical placeholder.	1 day

recart.com	hjTLDDTest	Detects the SEO-ranking for the Website. This service is part of the HotJar statistics and analytics service.	Session
google-analytics.com	collect	Used to send data to Google Analytics about the user's device and behavior. Tracks the user across devices and marketing channels.	Session
app.recart.com	_hjFirstSeen	Used by HotJar to register the timestamp of the first visit of the User.	Persistent
recart.com	intercom-id-[app_id]	Saves an anonymous user ID.	270 days
blog.recart.com	intercom-session-[app_id]	Used by Intercom for keeping track of the sessions of the user and remember logins and conversations.	6 days
blog.recart.com	intercom-state-[app_id]	Stores data for the chat widget available on the Website.	Persistent

4.3.3 Advertising Cookies

Service provider name	Cookie name	Description	Expiry
recart.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
blog.recart.com	OptiMonkVisitorCart	Stores the contents of the user's cart and product data if cart monitoring is enabled by GhostMonitor for OptiMonk.	Session
google.com	ads/ga-audiences	Used by Google AdWords to re-engage users that are likely to convert to customers based on the user's online behavior across websites	Session
linkedin.com	bcookie	Used by LinkedIn for tracking the use of embedded services.	2 years
linkedin.com	bscookie	Used by LinkedIn for tracking the use of embedded services.	2 years
adsymptotic.com	d/px	Collects data on visitor' preferences and behaviour on the Website. This information is used make content and advertisement more relevant to the specific visitor.	Session

linkedin.com	lang	Set by LinkedIn and required for the functioning of "Follow us" panel.	Session
doubleclick.net	IDE	Used by Google DoubleClick to register and report the Website's user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year
doubleclick.net	test_cookie	Used to check if the user's browser supports cookies.	1 day
linkedin.com	lidc	Used by LinkedIn for tracking the use of embedded services.	1 day
linkedin.com	lissc	Used by LinkedIn for tracking the use of embedded services.	1 year
linkedin.com	li_sugr	Used to make a probabilistic match of a user's identity outside the Designated Countries.	3 months
linkedin.com	UserMatchHistory	Used to track users on multiple websites in order to present them relevant advertisement based on the user's preferences.	29 days
blog.recart.com	optiMonkClient	Implements pop-up advertisement on the Website, which allows GhostMonitor to present tailored advertisement campaigns for the users.	1 year
blog.recart.com	optiMonkClientId	Collects information on what products the user has viewed and the content of shopping cart. This is used to increase the Website's conversion rate through targeted advertisement and product promotions through e-mails.	1 year
blog.recart.com	optiMonkSession	Saves the timestamp of when the user arrived on the Website in the current session.	Session
blog.recart.com	OptiMonkVisitorAttributes	Saves and contains custom attributes for running OptiMonk properly, such as source referrer, source URL, country name of the user.	Persistent
facebook.com	fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months

facebook.com	tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
youtube.com	VISITOR_INFO1_LIVE	Tries to estimate the user's bandwidth on the Website to provide the proper quality YouTube videos.	179 days
youtube.com	YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session
youtube.com	yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video.	Session
youtube.com	yt-remote-fast-check-period	Stores the user's YouTube video player preferences.	Session
youtube.com	yt-remote-session-app	Stores the user's YouTube video player preferences.	Session
youtube.com	yt-remote-session-name	Stores the user's YouTube video player preferences.	Session
youtube.com	yt-connected-devices	Stores the user's YouTube video player preferences.	Persistent
youtube.com	yt-remote-device-id	Stores the user's YouTube video player preferences.	Persistent

4.4 At help.recart.com

4.4.1 Strictly Necessary Cookies

Service provider name	Cookie name	Description	Expiry
recart.com	_cfduid	Used by Cloudflare to identify trusted web traffic.	29 days
help.recart.com	intercom-played-notifications	Used by the website to determine which support notifications the user has been shown.	Session

4.4.2 Research, Performance, and Analytics Cookies

Service provider name	Cookie name	Description	Expiry
recart.com	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	2 years;

recart.com	_gid	Used by Google Analytics to throttle request rate.	1 day
recart.com	_gat	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	1 day
help.recart.com	intercom-id-[app_id]	Saves an anonymous user ID.	270 days
help.recart.com	intercom-session-[app_id]	Used by Intercom for keeping track of the sessions of the user and remember logins and conversations.	6 days
help.recart.com	intercom-state-[app_id]	Stores data for the chat widget available on the Website.	Persistent

5. WHAT DO WE DO WITH THE 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;
- remember what is in your shopping cart;
- 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 GhostMonitor 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. Strictly Necessary Cookies cannot be unchecked, 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 and YouTube. As a result, cookies may be determined by such third parties and used by them to track your online activity. Please note that GhostMonitor 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 our website. Please, check the updates of GhostMonitor's Cookies Policy periodically.

Effective Date: March 18, 2021