COOKIE POLICY

Monetha LLC, with registered offices in Baarestrasse 10, 6302 Zug, Switzerland (hereinafter referred to as the **"Company,"** or "**we"**), shall undertake to ensure the security of personal information and the protection of rights of the visitors of the website (hereinafter referred to as the **"Visitors"**) while you use our website https://www.verfacto.com/(hereinafter referred to as the **"Website"**) and the content of it.

1. GENERAL INFORMATION ABOUT COOKIES

We use the cookies on our Website, to customize the functioning of our Website as much as possible and can contribute to ease of use when navigating our Website.

What is a cookie?

A cookie is a small file placed onto your device that enables our Website features and functionality. For example, cookies enable us to identify your device, secure your access to the Website. They enable the Website to store the data, such as:
- Submit data (browser agent, login time, location from which the login is attempted);
- Type of browser;
- Data about the fact how you browse the Website (which sections you visit, what products are you interested in).

Objectives, aims

We use the cookies to:
- Ensure efficient and safe functioning of the Website; we use cookies to enable and support our security features, and to help us detect malicious activity on our Website;
- Understand, improve, and research products, features, and services, including when you access our Website from other websites, applications, or devices such as your work computer or your mobile device;
- Recognize the returning visitors of the Website; cookies help us show you the right information and personalize your experience; cookies also help avoiding re-registration or re-filling of the information by you each time you visit the Website;
- Analyse your habits so that the functioning of the Website would be convenient, efficient and would conform to your needs and expectations, for example, by ensuring that the Visitors would, without difficulty, find everything they are looking for;
- Measure the flows of the information and data being sent to our Website; we use the cookies for accumulation of statistical data about the number of users of the Website and their use of the Website;
- Targeting and advertising; by using the cookies we may collect information so that only relevant content is displayed for the browser by creating different target groups; we may use cookies to show you relevant advertising both on and off our Website.

We may, to the extent allowed by applicable laws, link the data, received from the cookies, with other information obtained about you from other legal sources (i.e., information about the use of the services, online account, our Loyalty program, etc.).

2. COOKIES USED ON THE WEBSITE

Each time you visit our Website, the long-term (persistent) cookies may be created, which stay in your browser after you sign-up and will be read by us when you return to our Website or a partner site that uses our services, and not deleted after you finish browsing our Website, and the short-term (session) cookies, which expire or are deleted after you finish browsing our Website (i.e., they usually last during the current visit to our Website or browsing session).

All cookies used by us may be only used with the prior consent from you. You may express your consent by staying on our Website after seeing the cookie policy notification in the bottom of our Website.

However, we note that the necessary cookies, as specified below, are necessary for functioning of our Website, and in case of your objections, we will not be sure about functioning of the Website or any of its portions or functionalities.

We recite below the main types of cookies used on the Website according to their types, collected data, and duration of storage.

2.1. Cookies used by the Company

Strictly necessary cookies

These cookies are required for the operation of our Website. They include, for example, cookies that enable storage of information filled by you during the browsing session, enable you to log into secure areas of our Website. Without these cookies operation of the Website would be impossible, or its functioning may be severely affected.

Functional cookies

These improve the functional performance of our Website and make it easier for you to use. These cookies remember the settings selected by the Visitors (for example, the settings of language and time zone). With the use of these cookies, the Visitors may avoid the changes of settings during each visit of the Website. These cookies also remember changes made by you in the Website (for example, in case you leave comment on the Website). These cookies do not track your behaviour in other websites.

Analytical / performance cookies

These cookies show us if the Visitor has visited our Website before. The analytic cookies allow us to recognise and count the number of users of our website and see how such users navigate through our Website. We also use cookies to understand, improve, and research products, features, and services. For instance, analytical cookies may show us, which websites are visited more frequently, help us to record dysfunctionalities of the Website, etc.

Marketing, targeting and advertising cookies

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will then use this information to make advertising displayed on it more relevant to your interests. The advertising cookies let us know whether you have already seen the specific advertisement or a certain type of advertisement, and how much time has elapsed since you saw it. We may use the cookies set by another entity so that we could provide the advertisement oriented more specifically to you. They are also used so that we could see the certain advertisements only a certain number of times and that it would help to measure the efficiency of advertising.

All information about the cookies used by us is recorded below:

Name of the cookie	Description/Type	Moment of creation

__ar_v4	This cookie is associated with the DoubleClick advertising service from Google. Helps with tracking conversion rates for ads. The main purpose of this cookie is: Targeting/Advertising.	Entering the website
__cfduid	The "__cfduid" cookie is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information.	Entering the website
__ga, __gid, __gat	Set by Google Analytics to collect anonymous information about users and how they use our website. Typical information it collects would include how many visitors we get to the website and how long visitors stay on our website.	Entering the website
__hs_opt_out	The "__hs_opt_out" cookie is set by the HubSpot service. This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again. This cookie is set when you give visitors the choice to opt out of cookies.	Entering the website
__hs_do_not_track	The "__hs_do_not_track" cookie is set by the HubSpot service. This cookie can be set to prevent the tracking code from sending any information to HubSpot. Setting this cookie is different from opting out of cookies, as it still allows anonymized information to be sent to HubSpot.	Entering the website
hs_ab_test	The "hs_ab_test" cookie is set by the HubSpot service.This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.	Entering the website
<id>_key	The "<id>_key" cookie is set by the HubSpot service. When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again. The cookie name is unique for each password-protected page.	Entering the website
hs-messages-is-open	The "hs-messages-is-open" cookie is set by the HubSpot service. This cookie is used to determine and save whether the chat widget is open for future visits. It resets to re-close the widget after 30 minutes of inactivity.	Entering the website
hs-messages-hide-welcome-message	The "hs-messages-hide-welcome-message" cookie is set by the HubSpot service. This cookie is used to prevent the welcome message from appearing again for one day after it is dismissed.	Entering the website

__hsmem	The "__hsmem" cookie is set by the HubSpot service. This cookie is set when visitors log in to a HubSpot-hosted site.	Entering the website
__hssc	The "__hssc" cookie is set by the HubSpot service. This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	Entering the website
__hssrc	The "__hssrc" cookie is set by the HubSpot service. Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.	Entering the website
__hstc	The "__hstc" cookie is set by the HubSpot service. The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	Entering the website
hubspotutk	The "hubspotutk" cookie is set by the HubSpot service. This cookie is used to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	Entering the website
messagesUtk	The "messagesUtk" cookie is set by the HubSpot service. This cookie is used to recognize visitors who chat with you via the messages tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser. If you chat with a visitor who later returns to your site in the same cookied browser, the messages tool will load their conversation history.	Entering the website
_fbp	This cookie is associated with the Facebook Advertising service. Helps with tracking conversion rates for ads. The main purpose of this cookie is: Targeting/Advertising.	Entering the website

2.2. Third-party cookies

Advertising cookies – some ads you can see on our Website have been provided by other legal entities. Some of these entities use their own cookies by analysing how many people have seen the specific advertisement or how many people have seen it more than once. The companies creating such cookies apply the policies prepared by themselves and we have no influence on the creation or storage of such cookies. We recommend you to take a separate interest in the Privacy Policy or the Cookie Policy of those companies, which will be placed on their websites.

Facebook remarketing service is provided by Facebook Inc.
You can learn more about interest-based advertising from Facebook by visiting this page: https://www.facebook.com/help/164968693837950

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: https://www.facebook.com/help/568137493302217

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA http://www.aboutads.info/choices/, the Digital Advertising Alliance of Canada in Canada http://youradchoices.ca/ or the European Interactive Digital Advertising Alliance in Europe http://www.youronlinechoices.eu/, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: https://www.facebook.com/privacy/explanation

Analytical cookies – The analytic cookies help us track the number of users and the periodicity of their visits.

Other third-party cookies – in some web pages of our Website, the other entities (for example, social networks) may also use their own anonymous cookies designed so that the programmes or applications developed by them would suit your needs. Due to the specific features of the functioning of the cookies, our Website does not have access to the information transmitted by these cookies, likewise other entities do not have access to the information collected by the cookies set by us.

Such other type of third-party cookies used on our Website may include:

Functional cookies:
- ○ „HubSpot"

Analytical cookies:
- ○ „Google Analytics"

We use Google Analytics, a web analysis service provided by Google, Inc (hereinafter referred to as "Google"). The information collected by Google Analytics is transmitted to and stored with Google. Google may transmit the information collected by Google Analytics to the third parties as required by the law or when those third parties process the information in the name of Google.

We recommend consulting the Google Privacy and Cookies Policy on a separate and regular basis.

HubSpot service is provided by https://www.hubspot.com/. You can learn more about their Cookie policy here:

- ● https://legal.hubspot.com/cookie-policy
- ● https://knowledge.hubspot.com/articles/kcs_article/account/hubspot-cookie-security-and-privacy
- ● https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser

How are cookies used for advertising purposes?

Cookies and other ad technology such as beacons, pixels, and tags help us serve relevant ads to you more effectively. They also help us provide aggregated auditing, research, and reporting for advertisers, understand and improve our service, and know when content has been shown to you.

3. REFUSAL OR BLOCKING THE COOKIES

Many web browsers are set so that they would automatically accept cookies. The Visitors may, at their discretion, block or delete cookies and similar unique identifiers, if the settings of their browser or device enable them to do so. Nevertheless, if you refuse or block the cookies or other similar technologies, some functions of the Website may be inaccessible to you or they may operate not so efficiently.

Nevertheless, we draw your attention that necessary cookies are necessary for functioning of our Website, and in case of your objections, we will not be sure about functioning of the Website.

You may find more information about how to delete cookies, as well as the other useful information related to the use of the cookies, on the website http://www.allaboutcookies.org/.

If you have any questions, comments, or concerns regarding this Cookies Policy, please contact Vertfacto at:

info (at) verfacto (dot) com

4. GENERAL

This Cookie Policy may be updated by the Company.

The Company will inform the Visitors about the updates, by providing the new version of the Cookie Policy. For this reason, we recommend that you periodically visit our Website, where you will always find the latest version of this Cookie Policy.

This Cookie Policy shall be applied from the date of announcement of it on the Website.