COOKIE POLICY

The website www.zorachka.com ("Website") is operated by Zorachka Inc. and its subsidiaries Zorachka Ltd and Zorachka Soft LLC (together "Zorachka" or "we," "us").

At Zorachka, your privacy comes first. For transparency, this cookie policy provides detailed information about how and when we use cookies on the Website.

WHAT ARE COOKIES?

Cookies are small text files that are stored in your web browser and can be used by websites and apps to make your experience more efficient. Cookies can be used to collect, store, use and share bits of information about your activities across websites. For example, cookies enable a website to remember your actions and preferences (such as login, language, font size) over a period of time, so you don't have to re-enter them whenever you come back to the site or browse from one page to another.

COOKIES MIGHT BE USED TO:

- keep you logged in
- provide analytics
- store your preferences
- show you materials that are relevant to you
- enable delivery of personalised advertising.

WHAT TYPES OF COOKIES DO WE USE?

Cookies may be either **persistent** cookies or **session** cookies. A session cookie is used to identify a particular visit to our Website. Such cookies expire after a short period of time, or when you close your web browser after using our Website. A persistent cookie is used to identify you over a longer period of time (from a few days up to several years), for as long as the cookie remains on your device. For example, we would use a persistent cookie if you requested that we keep you signed in.

WHAT COOKIES DO WE USE?

The following is the list of cookies used on the Website.

Statistic cookies
These cookies help us understand how visitors interact with the Website by collecting and reporting information anonymously

Name	Provider	Purpose	Expiry	Type
__vw_tab_guid	Google	Registers data about the visitor's Website behavior. This is used for internal analysis and Website optimization.	Session	HTML
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	2 years	HTTP

_gat	Google	Used by Google Analytics to throttle the request rate.	1 day	HTTP
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	1 day	HTTP
_ym_d	Yandex.Metrika	Records the date of the visitor's first visit to the Website.	1 year	HTTP
_ym_isad	Yandex.Metrika	Used to determine if the visitor has any ad blocker software installed on their browser — this information can be used to make Website content inaccessible to visitors if the Website is financed by third-party advertisements.	1 day	HTTP
_ym_retryReqs	Yandex.Metrika	Registers statistical data about the visitor's behavior on the Website. Used for internal analytics by the Website operator.	Persistent	HTML
_ym_uid	Yandex.Metrika	Used to collect non-personal information on the visitor's Website behavior and non- personal visitor statistics.	1 year	HTTP
_ym_visorc_*	Yandex.Metrika	Allows Session Replay to function correctly.	30 minutes	HTTP
collect	Google	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	Pixel
personalization_id	Twitter	Set by Twitter to allow the visitor to share content from the Website onto their Twitter profile.	2 years	HTTP
yandexuid	Yandex.Metrika	Used for identifying site users.	1 year	HTTP
Marketing cookies These cookies are used to track visitors across the Website. The intention is to display ads that are relevant to the individual user and thereby more valuable to publishers and third-party advertisers.				
_fbp	Facebook	Used by Facebook to deliver a series of advertising products such as real-time bidding from third-party advertisers.	3 months	HTTP
_schn	Zorachka	Tracks the individual sessions on the Website,	Session	HTTP

		allowing the Website to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.		
_scid	Snapchat	Sets a unique ID for the visitor, which allows third-party advertisers to target the visitor with relevant advertisements. This pairing service is provided by third-party advertisement hubs, which facilitates real-time bidding for advertisers.	13 months	HTTP
_ym_metrika_enabled	Yandex.Metrika	Used to collect data on the visitor's behavior on the Website. This information can be used to assign the visitor to a visitor segment, based on common preferences.	1 day	HTTP
ads/ga-audiences	Google	Used by Google AdWords to re-engage visitors who are likely to convert to customers based on their online behavior across websites.	Session	Pixel
fr	Facebook	Used by Facebook to deliver a series of advertising products such as real-time bidding from third-party advertisers.	3 months	HTTP
GPS	YouTube	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	1 day	HTTP
i	Yandex.Metrika	Used for identifying site users.	1 year	HTTP
i/adsct	Twitter	Used by Twitter.com to determine the number of visitors accessing the Website through Twitter advertising content.	Session	Pixel
IDE	Google	Used by Google DoubleClick to register and report the Website	1 year	HTTP

		user's actions after viewing or clicking one of the advertisers' ads with the purpose of measuring the efficiency of an ad and presenting targeted ads to the user.		
metrika_enabled	Zorachka	Used to track visitors across multiple websites in order to present relevant advertisements based on visitor preferences.	1 day	HTTP
sc_at	Snapchat	Used by Snapchat to implement advertising content on the Website. The cookie detects the efficiency of the ads and collects visitor data for further visitor segmentation.	1 year	HTTP
test_cookie	Google	Used to check if the user's browser supports cookies.	1 day	HTTP
tr	Facebook	Used by Facebook to deliver a series of advertising products such as real-time bidding from third-party advertisers.	Session	Pixel
VISITOR_INFO1_LIVE	YouTube	Tries to estimate the user's bandwidth on pages with integrated YouTube videos.	179 days	HTTP
webvisor/*	Yandex.Metrika	Used by Yandex.Metrika to analyze visitor's behavior on the Website.	Session	Pixel
yabs-sid	Yandex.Metrika	Registers data about a visitor's Website behavior. This is used for internal analysis and website optimization.	Session	HTTP
ymex	Yandex.Metrika	This cookie is used by Yandex.Metrika to analyze visitor's behavior on the Website.	1 year	HTTP
YSC	YouTube	Registers a unique ID to keep statistics of what YouTube videos the user has watched.	Session	HTTP
yt-remote-cast-installed	YouTube	Stores the user's preferences when viewing	Session	HTML

		embedded YouTube videos.		
yt-remote-connected-devices	YouTube	Stores the user's preferences when viewing embedded YouTube videos.	Persistent	HTML
yt-remote-device-id	YouTube	Stores the user's preferences when viewing embedded YouTube videos.	Persistent	HTML
yt-remote-fast-check-period	YouTube	Stores the user's preferences when viewing embedded YouTube videos.	Persistent	HTML
yt-remote-session-app	YouTube	Stores the user's preferences when viewing embedded YouTube videos.	Persistent	HTML
yt-remote-session-name	YouTube	Stores the user's preferences when viewing embedded YouTube videos.	Persistent	HTML
yuidss	Yandex.Metrika	Collects information on visitor behavior on multiple websites. This information is used on the Website in order to optimize the relevance of advertisements.	1 year	HTTP
video	Zorachka	Collects information on visitor behavior on the Website.	Persistent	HTML
personalization_id	Twitter	Collects information about how the user uses the Website and any advertising.	2 years	HTTPS
NID	Google	Contains a unique ID used by Google to remember your preferences and other information, such as your preferred language.	6 month	HTTPS
yabs-sid	Yandex.Metrika	This cookie is used by Yandex.Metrika.	Session	HTTPS
_fbp	Facebook	Used by Facebook to track visits across websites.	Persistent	HTTP

1P_JAR	Google	Collects information about how the user uses the Website.	2 years	HTTPS
DSID	Google	Identifies Apple ID accounts.	1 day	HTTPS
__Secure-SSID	Google	Used to store information about how the user uses the Website.	6 months	HTTPS

WHAT IF YOU DON'T WANT COOKIES TO BE SET OR WANT THEM REMOVED?

If you don't like the idea of having cookies or certain types of cookies set on your device, you can change your browser settings to delete cookies that have already been set and to not accept new cookies. Browser manufacturers provide help pages relating to cookie management in their products. Please see the following links for more information.

- Google Chrome
- Internet Explorer
- Mozilla Firefox
- Safari (Desktop)
- Safari (Mobile)
- Android Browser
- Opera
- Opera Mobile

You can opt out of a third-party vendor's use of cookies by visiting a multi-cookie opt-out mechanism, such as the Network Advertising Initiative.

CONTACT US

If you have any questions or comments about this cookie policy, or if you would like us to update the information we have about you or your preferences, please email **support@zorachka.com**.

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