

# Cookie policy

## USE OF COOKIES

OGOR platform uses so-called “cookies”. Cookies are small text files that are automatically generated by your browser (such as for example Safari or Internet Explorer), and are stored to your hard drive (laptop, tablet, smartphone etc.) by the web server.

Cookies enable us to enhance our service quality and allows us for example to optimize the use of our Services for you so that we can better tailor our Services to your needs and display it in the most efficient way on your device. We use so-called “session cookies”, which allow us to recognize that you have already visited certain pages on our platform. These cookies will be deleted when you leave our platform and log out.

In case you do not log out when leaving our platform, the session cookies will be deleted after 30 days.

The data generated by these cookies is necessary for the above stated purposes and we will only make use of the data strictly in accordance with the applicable laws and regulation and any contractual terms.

The majority of browsers automatically accepts cookies. However, you can prevent the storage of cookies by selecting the appropriate settings on your browser software to change the preferences to reject cookies or always to be notified when you receive a cookie, before it would be stored.

Please note that disabling cookies may limit the functionality of our platform and may also limit or prevent the use of our services.

## USE OF ANALYSIS AND TRACKING TOOLS

### a) Google Analytics

We use Google Analytics, a web analysis service of Google Inc. (<https://www.google.de/intl/en/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; im Folgenden „Google“) to ensure an appropriate, user friendly design and the optimization of Our website.

In this context, anonymous user profiles will be generated based on cookies.

The information generated by the cookie about your use of the OGOR platform (such as browser-type/-version, operating system used, referrer URL, host name of the computer making the request (IP address), time of server request, is usually transferred to a Google server in the USA and stored there.

On our behalf, Google will use this information to evaluate your use of our platform, to compile reports on platform activity and to provide us with other services related to platform and Internet use. This information may also be transferred to third parties if required by law or if third parties process this data on behalf of Google. Under no circumstance will the IP address be transferred by

your browser in the context of Google Analytics being merged with other Google data.

The IP addresses will be anonymous (IP masking) in order to ensure anonymous collection of IP addresses. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. You can prevent cookies from being stored by adjusting the settings of your browser software accordingly. We should nevertheless advise you that by doing so, you will not necessarily be able to use our platform's functionality in its entirety. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the platform (including your IP address) and from processing this data by Google by downloading and installing the

<https://tools.google.com/dlpage/gaoptout?hl=en>

Please note however that deactivation of this kind might prevent the use of certain functions of platform OGOR. By using the platform, you specifically consent to the processing of your personal data by Google under the conditions and for the purposes described above.

Alternatively, to the Browser-Add-on, especially with browsers on mobile devices, you can also prevent the data collection by Google Analytics by clicking on this link: DISABLE GOOGLE ANALYTICS. An opt-out-cookie will be set, preventing the further collection of your data when you visit this platform.

Please note that the opt-out-cookie will only be valid on this browser and for this platform and will be stored on your device. If you delete the opt-out cookie on this browser you will have to enable the opt-out cookie again at a later time.

For more information on terms of use and data protection, please visit

<https://www.google.com/analytics/terms/gb.html>, or  
<https://policies.google.com/?hl=en>.

#### b) Mouseflow

OGOR platform uses Mouseflow, a website analytics tool that provides session replay, heatmaps, funnels, form analytics, feedback campaigns, and similar features/functionality. Mouseflow may record your clicks, mouse movements, scrolling, form fills (keystrokes) in non-excluded fields, information on pages visited and content accessed, time on site, browser, operating system, device type (desktop/tablet/phone), screen resolution, visitor type (first time/returning), referrer, anonymous IP address, location (city/country), language, and similar metadata. Mouseflow does not collect any information on pages where it is not installed, nor does it track or collect information outside your web browser.

If you'd like to opt-out, you can do so at <https://mouseflow.com/opt-out>.

If you'd like to obtain a copy of your data, make a correction, or have it erased, please contact us first or, as a secondary option, contact Mouseflow at [privacy@mouseflow.com](mailto:privacy@mouseflow.com).

For more information, see Mouseflow's Privacy Policy at <http://mouseflow.com/privacy/>.

For more information on Mouseflow and GDPR, visit <https://mouseflow.com/gdpr/>.

## CONTACT

You may contact us in respect to any issue or concern regarding the Cookie Policy by email: [contact@ogor.ro](mailto:contact@ogor.ro).

This policy was last updated on June 25, 2021.