

LIGHTRICKS COOKIE POLICY

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1. COOKIES AND OTHER WEB FILES OR TAGS

Cookies are text files comprised of small amounts of data, that are saved on your computer or other device (smartphone, tablet, etc.) when you visit a website. On each subsequent visit, cookies are sent back to the originating website, enabling websites to function more efficiently. Cookies allow you to navigate between pages, remember your preferences, and improve your user experience.

In the interest of providing a smooth browsing experience, Lightricks uses cookies. Cookies track your interactions with our website and enable us to:

- Distinguish you from other users and recognize when you return to the website;
- Store your settings and preferences;
- Optimize our website; and
- Monitor usage and analyze trends.

2. LEGAL GROUNDS

The legal grounds for processing the data in cookies and other such files consists of:

<u>Purpose</u>	<u>Legal Basis</u>
Cookies necessary for essential website purposes (i.e. cookies that are essential for website functionality, such as access to secure areas and transactional pages).	The performance of a contract with you, or our legitimate interest in ensuring the security of our website and providing a user-friendly website.
All non-strictly necessary cookies, such as those used for analytics and/or advertising purposes.	Your consent, or our legitimate interest in obtaining an analysis of your behavior on the website for research, BI, product development, and personalized retargeting.

3. ANALYTICS

We use analytics cookies that are administered by third-parties, such as Google, to analyze clickstream data and how the website is accessed, used, or performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. For example, these cookies allow us to:

- Better understand our website visitors so that we can improve our presentation and content;

- Test different design ideas for particular pages, such as our homepage;
- Collect information about website visitors such as where they are located and what browsers they are using, etc.;
- Determine the number of unique users of the website;
- Improve the website; and
- Conduct research for product offering purposes.

You can opt-out of these cookies by clicking here: <https://tools.google.com/dlpage/gaoptout>.

4. RETARGETING

This website uses retargeting technologies that are administered by third-parties, such as Facebook. The cookies store user data and behavior information, which allows Facebook to target audiences who were previously interested in our website with relevant and engaging advertisements.

5. HOW TO CONTROL OR DELETE COOKIES

Most browsers allow you to change your cookie settings. These settings will typically be found in the “options” or “preferences” menu of your browser. In order to understand these settings and learn how to use them, please consult the “Help” function of your browser, or the documentation published online for your particular browser type and version. The following pages have information on how to change your cookies settings for the different browsers:

- [Cookie settings in Chrome](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Safari](#) and [iOS](#)

However, please note that if you choose to refuse cookies you may not be able to access certain parts of the website.