Luive.com Cookie Policy

This policy refers to the cookies used on the websites and applications operated by International Social Media SRL („LUIVE")

Please see this section regularly as the policy may be subject to change or update. Any significant changes to this policy will be notified.

In addition to this policy, please read the Terms and Conditions and the Privacy Policy.

Who are we?

We, International Social Media SRL („LUIVE"), are the developers of the luive.com platform

Information about our company: International Social Media SRL, headquartered in Decebal bvd., city of Bucharest, Romania, Fiscal Code: CUI 31146090

Contact details: support@luive.com | www.luive.com

Why do we use cookies?

We do use cookies thanks to their useful ability to enhance your navigation through our website and make it easier. One can say that cookies are some sort of memories that the website holds about you, helping it to recall your previous navigation and your personal choices.

You can surf easier and faster on a website that remembers you in contrast to a website that does not remembers your previous access. This is the reason why most of the websites you know and like, use cookies.

What's in a cookie?

A cookie is a simple piece of information that takes the form of a very small text file. Each cookie is unique and includes the name of the site that created it and a unique combination of numbers and letters.

Most of the websites place cookies on your device's hard drive (computer, mobile phone, or tablet) when you browse them. They do this through your browser - for example Google Chrome, Internet Explorer, Safari or Firefox. A cookie can only be read and retrieved by the website that created it. Websites can never exchange information with each other through cookies.

Some cookies are valid only during your visit. These "session cookies" disappear from your computer or mobile device after you close your browser. Other cookies remain on your computer or mobile device

after you close your browser and are still valid for a specified period of time. These "persistent cookies" are activated every time you visit the website that generated them.

What's not in a cookie?

Cookies (as individual items) do NOT contain:
- Personal information - you cannot be personally identified based on a cookie.
- Program code - unlike a computer virus, a cookie is not composed of code, which means that it is not able to damage your device.

What are the purposes for which we use cookies?

A visit to our website may place the following types of cookies:

- cookies strictly necessary for the operation of the website
- cookies for analysing the behaviour of site visitors
- cookies for personalized advertising

➜ Necessary cookies

First, cookies may be required to ensure the proper functioning of the website. For example, without cookies, it can be difficult for the website to remember that you are logged in. These are called necessary cookies, and are active automatically, without being conditioned by the visitor's consent.

We have included cookies to show you non-personalized advertising (which reminds you that an ad has been displayed), as well as those that measure our audience on the website (but do not include the demographic or audience segmentation component).

➜ Analytical cookies

Analysis cookies collect information about how visitors use a web page, such as which pages are the most popular, which method of linking the pages is most effective, and whether users receive error messages from web pages. These cookies allow us to provide users with a high quality user experience and serve to help improve the way our website works, as well as the demographic segmentation of the audience.

Last but not least, when we integrate social network plug-ins into the site, they place social media cookies to allow the playback of the content (e.g. YouTube, SoundCloud), to give you the opportunity to log in using a third-party service (e.g. Facebook or Google), as well as to give you the opportunity to appreciate or share a page on your favorite social service.

➜ Cookies for personalized advertising

The use of advertising personalization cookies is a current standard of the most important websites you visit. This type of advertising helps us to reach the categories of customers interested in a certain type of product, to which the respective advertisements are displayed. Usually, the information about the

categories that define the range of interested users is not personal data, but the profile created about visitors is based on the data collected through advertising profiling cookies and falls into the category of personal data. As these cookies are placed by services controlled by us, it results that the profiling (which is a processing of personal data) through these cookies is performed by us as a data operator. You can choose not to be profiled by Google for advertising purposes at www.google.com/settings/ads

Luive.com will use by default only cookies that are strictly necessary for the good functioning of the website, while the other categories of cookies can only be used after your consent is given.

Cookies can be blocked from your web browser

Most browsers are set to accept cookies. However, if you do not wish so, you can set your browser to either notify you whenever you receive a cookie or even refuse the use of cookies.

However, you should be aware that some sections of our website will not be available as usual if you reject all cookies. This is not according to our own choice, but because some features of our website may not work properly without the use of cookies.

You can get information and instructions on how to edit this feature depending on your web browser provider:

Mozilla Firefox I **Internet Explorer** I **Google Chrome** I **Opera** I **Safari**

Third Party Cookies

Third-party cookies (also known as tracking cookies, or trackers) are created by "parties" other than the website that the user is currently visiting – providers of advertising, retargeting, analytics and tracking services

Facebook, LinkedIn, and Google's pixels are the most used cookies which track our marketing efforts.

You can browse without worries, at this time Luive.com does not use any third party cookies .

What cookies do we use, what do they do, who provides / collects the data and their lifetime

1. Necessary (1)

Cookie	Description	Provider	Duration
luive_session	Preserves user session state across page requests	**Luive.com**	1 day

io	Preserves user session state across page requests	**Luive.com**	Session

Luive.com website and platform may place cookies on your browser in order to identify you when you return to our website or log in to our platform.

Do you want to know more about our cookies?

Send your questions at support@luive.com, and our Data protection officer will provide you with all the requested information.

Last updated on 16th of September 2020