



# UGPay Group AG

## **Cookies Policy**

**Dated: 13.10.2020**



## **Preamble:**

**UGPay AG.**, a company duly incorporated under the laws of Switzerland (“**UGPay**”, “**We**”, “**we**”, “**Us**”) understands that the collection of Personal data involves a great deal of trust on your part.

Please refer to the Cookie Policy carefully to know more about the Personal data collected and processed using Cookies. This Cookies Policy should be read and understood in conjunction with UGPay Website’s Privacy Policy and Terms of Use.

Capitalized terms not defined in this Cookies Policy have the meanings set forth in the Privacy Policy and/or in the Terms of Use.

By visiting the Website <https://ugpay.group/> as a Visitor, you Consent to the practices described below. Please refrain from visiting the Website as a Visitor if you do not accept this Cookies Policy, the Privacy Policy and/or the Terms of Use.

## **Definitions:**

“ **Consent**” shall mean any freely given, specific, informed and unambiguous indication of which the Data subject, by a statement or by a clear affirmative action, signifies agreement to the processing of Personal data relating to him or her.

“ **Cookie(s)**” means a piece of information that is placed automatically on your computer’s hard drive when you access the UGPay Website. The Cookies uniquely identifies your browser to the server. Cookies allow the UGPay to store information on the server and the User’s preferences (for example language preferences, technical information, click or path information, etc.) to help make the UGPay’s Website experience better for you and to conduct UGPay Website analysis and performance review. The types of Cookies are further explained in Section 2 of this Cookies Policy.

“ **Data subject**” shall mean the natural or legal persons whose data is processed, in the context of this Cookies Policy, the Visitor.



“ **Personal data**” shall mean any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

“ **Process**” shall mean any operation with Personal data, irrespective of the means applied and the procedure, and in particular the collection, storage, use, revision, disclosure, archiving or destruction of data.

“ **Website**” shall mean the UGPAY official Website <https://ugpay.group>

“ **Third Parties**” shall mean any person who is not bound by a contract of employment or service agreement with UGPAY or any entity affiliated with UGPAY and any person who is not a Visitor.

“ **Visitor**” shall mean any person visiting the UGPAY Website.

## **1. Introduction**

At UGPAY we believe in being transparent and open about the way we collect and use data related to you. The Website uses Cookies to distinguish you from other users of the Website. This helps us to provide you with the best experience when you browse the Website and also allows us to improve the Website. By continuing to browse on the Website, you are agreeing to the use of cookies.

## **2. What type of Cookies are we using**

We use the following cookies:

**Strictly necessary cookies:** These are Cookies that are required for the operation of the Website. They include, for example, Cookies that enable you to log into secure areas of the Website and enter into transactions.

**Analytical/performance cookies:** They allow us to recognize and count the number of Visitors and to see how Visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are finding what they are looking for easily. We use Google Analytics Cookies which collects information anonymously. It reports Website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how



you visit the Website. For more information on Google Analytics, please click the following Links <https://www.google.com/analytics> and <http://www.google.com/analytics/terms/us.html>.

Targeting cookies: These Cookies record your visit to the Website, the pages you have visited and the links you have followed. We will use this information to make the Website and the advertising displayed on it more relevant to your interests. We may also share this information with Third parties for this purpose.

### **3. Personal data collected**

The Cookies we use allow us the Processing of the following Personal data:

- IP Address;
- Date and time of connection the Website;
- Place of consultation of the Website;
- Time spent on the Website;
- Language settings and preferences;
- Data about the pages from the Website visited;
- Links you click on the Website;
- Features or services available on the Website;
- From which origin the User arrives on the Website;
- Device used.

By using the Website, you specifically Consent to the Processing of the Personal Data which is collected through Cookies. You may deactivate the use of Cookies by selecting appropriate parameters on your device. However, deactivation of this kind might prevent the use of certain functions of the Website.

### **4. Purpose of the Processing**

The main reasons why we collect Personal data about you through Cookies are:

- to improve your browsing experience on the Website and to make it informative, personal and as user friendly as possible;
- to develop statistics from you use of the Website and to improve this latter thanks to that;
- to offer you other services and products by developing the marketing on the Website; and
- to improve your Visitor experience on the Website.

You hereby Consent to this Cookie Policy and You also Consent that your Personal data is Collected and Processed for the foregoing purposes. You may revoke your Consent at any time for any use of your Personal data by the Company. Please note that the withdrawal of your Consent will not affect the lawfulness of the Processing of your Personal data based on your Consent before its withdrawal.



## **5. Use of Google Analytics**

Most Web browsers are set up to accept cookies, although you can reset your browser to refuse all Cookies or to indicate when a cookie is being sent. Note, however, that some portions of the Website may not work properly if you refuse cookies.

The Website uses Google Analytics, an Internet site analysis service supplied by Google Inc. (“Google”). Google Analytics uses Cookies which are text files placed on your computer to help to analyze the use made of the Website by its users. The Data subject generated by the Cookies concerning your use of the Website (including your IP address) will be forwarded to, and stored by, Google on servers located outside of Switzerland. Google will use this information to evaluate your use of the Website, compile reports on site activity for its publisher and provide other services relating to the activity of the Website and the use of the internet. Google may release these data to Third Parties if there is a legal obligation to do so or when the Third Parties process these data for the account of Google including, in particular, the publisher of the Website. Google will not cross-reference your IP address with any other data held by Google.

You may deactivate the use of Cookies by selecting appropriate parameters on your navigator. However, deactivation of this kind might prevent the use of certain functions of the Website. By using the Website, you specifically Consent to the Processing of your Personal data by Google under the conditions and for the purposes described above.

## **6. Third-party disclosure**

Please note that Third Parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These Cookies are likely to be analytical or performance Cookies or targeting cookies.

## **7. Blocking Cookies**

You block Cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all Cookies (including essential cookies) you may not be able to access all or parts of the Website.

## **8. Get in contact**

If you wish to contact us, please feel free to do so at the following email address [support@ugpay.group](mailto:support@ugpay.group) or at our mailing address: UGPAY AG, Aegeristrasse 5, 6300 Zug canton, Switzerland.