

Cookie Notice

Last updated: March 12th, 2024

This Cookie Notice supplements HautAI's Privacy Notice dated 6th February 2024 and describes the use of cookies and similar technologies (hereinafter all referred to as "cookies") used on our website and within our services, the purpose of the different cookies, how long these cookies are stored and how you can manage your cookie preferences. Please note that the terms used in this Cookie Notice shall have the same meaning as under HautAI's Privacy Notice.

What are cookies?

Cookies are data files that are written to your device when you use our website and services, and which may also contain your personal data. Cookies enable us to remember your actions and preferences over a period to make the use and navigation more efficient and user-friendly thereby improving user experience on our website and within our services.

What types of cookies do we use?

Essential cookies – these cookies are essential to make our website and services function properly. They enable you to access and navigate on our site and use our features. Essential services, like the ability to access secure areas cannot be provided without these cookies. As these cookies are strictly necessary for the functioning of our website and services, your consent is not required for their storage.

We use the following cookies that are essential for our website:

Cookie name	Cookie lifespan	1 st or 3 rd party	Purpose
URL params		1st party	Save URL params between sessions
Selfie and survey		1st party	Send selfie and survey answers for processing
Save metrics		1st party	Save metrics after skin analysis
Custom cookie choice		1st party	Save cookies selection by the user

Performance and analytics cookies – these cookies are used to make our website and services more user-friendly by enabling us to analyse the performance of our website and services. For instance, they collect statistical information on the use of our website and services, the number of visits and average dwelling time. Performance cookies help us to identify the most popular elements of our features and to develop our website and services further on the basis of your needs. Performance cookies are stored on your device and used only on the basis of your consent.

We use the following performance and analytics cookies;

Cookie name	Cookie lifespan	1 st or 3 rd party	Purpose
ga *	400 days	3rd party	Google Analytics
hjSessionUser	1 year	3rd party	HotJar analytics

Functionality cookies – these cookies allow us to remember choices you make and store data that has already been entered (for instance, user names, configurations, language settings, text size, font, etc.) to tailor our website and services to provide more personalised

features and content to you. Functionality cookies are stored on your device and used only on the basis of your consent.

We use the following functionality cookies:

Cookie name	Cookie lifespan	1 st or 3 rd party	Purpose
Sentry		3rd party	send error logs
Favourites		1st party	Save favourites between sessions
GeolP		1st party	Get weather by geo-location

Marketing cookies – these cookies and similar technologies enable us to record data about the user’s interaction with our website or services or third party websites or services, browsing activity, etc. Information collected via marketing cookies and similar technologies are used for targeted marketing, to direct and display advertisements as precisely as possible for relevant segments of internet users. Marketing cookies are stored on your device and used only on the basis of your consent.

We use the following marketing cookies:

Cookie name	Cookie lifespan	1 st or 3 rd party	Purpose
Leadfeeder		3rd party	Track leads

How long are the cookies retained on your device?

The length of time a cookie will be retained on your device depends on whether it is a persistent or session cookie. Session cookies are temporary cookies that stay on your device until you leave our site. Persistent cookies will be retained on your device after you have finished using our website or services until they expire or are manually deleted. You can find more information about the lifespan of different cookies above.

How can you manage your cookie preferences?

When you first visit our website, you will be presented information about the cookies we use and an option to accept cookies or customise your cookie preferences. You can control and delete cookies under your web browser settings. For instructions on how to manage cookies on the different types of web browsers, please see <https://allaboutcookies.org/>.

You can delete cookies that are already on your device at any time and you can set most browsers to prevent them from being placed on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and use our services, whereas some of our provided functionalities may not function properly.

Changes to this Cookie Notice

From time to time, we may update this Cookie Notice in order to adapt it to any updates that might arise. This Cookie Notice was last updated as of the “Last updated” date indicated above.