

# Cookie policy - Clarity Developing Ltd.

We have drawn up this Cookie Policy to help you better understand what information about your visit to the website we collect, how we use it, and what your choices as regards it are. Therefore, we would kindly ask you to take a moment and pay attention to the following.

## 1. Definitions

- **Clarity Developing Ltd.**, seated in Dreyerova 612/4, 15200 Prague, Czech Republic (hereinafter referred to as: “Clarity Developing”, “we”, “us”, “our”) refers to the legal entity governing the website [www.clairtydeveloping.com](http://www.clairtydeveloping.com)
- **Personal data** – means data referring to private persons who can be identified at some point.
- **User** – means our website visitor.
- **Client** – means the person who uses our services.
- **Usage data** – means data the user enables us to use for the purposes of user experience improvement by clearly accepting them.
- **Cookies** – mean small data sets which are kept in the user’s web browser while browsing the website.

## 2. About us

- This website is the property of Clarity Developing web design agency, seated in the Dreyerova 612/4, 15200 Prague, Czech Republic.
- Clarity Developing is a privately held company registered in the Czech Republic.
- E-mail: [info@claritydeveloping.com](mailto:info@claritydeveloping.com)

## 3. What are cookies?

- A cookie is a term which denotes small sets of simple files that are stored within a web browser while the user is browsing a website.

- A computer cookie is formally known as an HTTP cookie, a web cookie, internet cookie or a browser cookie. No matter the name, computer cookies contain information. When you visit a web location, it sends a cookie to your computer or mobile device. The device caches the information in a file that is stored on your web browser (you can easily find it under the file name “cookies”).
- You can read more about cookies on [Wikipedia](#).

## 4. What is the purpose of cookies?

- The purpose of cookies is to store your website behavior and help that web location follow your activity during your website visit. Cookies can be truly useful. For example, many online shops use cookies to control the items in your shopping cart, while visitors are still browsing the products. Without these cookies, your cart would be reset and emptied every time you go to a new page or a new link on a website, therefore preventing you from buying anything online.
- A website can use cookies in order to keep track of your last visit to a particular web page or website itself.
- Different types of cookies control different types of on-page activities. Session cookies, for example, track users while they are actively browsing the website; when they leave, the session expires. Cookies can also be used for long-term records of a user’s multiple visits to the same website. Authentication cookies, on the other hand, track the users’ login information, such as their username.

## 5. How we use cookies, which types, and why

### 5.1. We use website analytics and performance cookies.

- We use only cookies necessary for tracking users’ visit to our website and internal pages. This refers to analytical cookies / performance cookies, and the whole process is done anonymously, so we cannot discover the identity of our website user, by any means.
- We use these types of cookies in order to improve our website’s UX and have an insight as to how to improve the pages.

### 5.2. We use cookies to target an audience.

- These cookies are connected with Facebook Pixel and used for a more precise targeting of an audience during Facebook ad placement.

## 6. Third party cookies

### 6.1. Google

- We use Google Analytics, a product of Google Inc. (headquartered at: 1600 Amphitheater Parkway, Mountain View, CA 94043, USA).
- Google Analytics use cookies made up of text files placed on your computer in order to help websites analyze how you use their website. The information generated by the cookie is sent to Google, who stores them on their servers in the United States.
- Please, pay attention to the fact that on Clarity Developing's website, Google Analytics is supplemented with the code "gat.\_anonymizeIp();" in order to guarantee an anonymous collection of IP addresses (a.k.a. IP masking).
- In case of activating IP anonymization, Google shortens the IP address by making the last octet of the IP address anonymous for EU Member States, as well as for the contracting parties of the Agreement on the European Economic Area. Only in exceptional cases, Google's servers in the United States send and shorten the full IP address.
- On the behalf of the website owner, Google uses this information to evaluate how you use it, by collecting activity reports about your activity on web pages within the website (with the aim of getting an insight into your activities).
- Google does not link your IP address with any other data it possesses.
- You can decline the use of cookies by selecting the appropriate settings in your browser. However, keep in mind that, if you do so, you may not be able to use website and all of its functionalities properly.

#### 6.1.1. Disabling Google Analytics

- You can prevent Google from data collection and processing (of cookies and IP addresses) by downloading and installing a specific add-on.
- Keep in mind that this website already uses an analytics code supplemented by "anonymizeIp" in order to ensure anonymous collection of IP addresses.
- If want to disable collect data about your website visit, you can install the **opt-out browser add-on for Chrome**.

- For more information about Google Analytics, you can read our [\*\*Privacy policy page\*\*](#).

## **6.2. Facebook**

- We use audience targeting provided by Facebook Inc. (headquartered at: 1601 S. California Avenue, Palo Alto, CA 94304, USA).

### **6.2.1. Facebook pixel for conversion tracking**

- Facebook pixel enables us to keep track of users' activities after they have been redirected to provider website by clicking on an advertisement published on Facebook. Via this social network, we can assess ad efficiency.

## **7. Accepting the cookie usage**

- When visiting our website for the first time, you can choose whether you want to enable or disable the use of cookies.
- In accordance with EU's General Data Protection Regulation (GDPR) which recently entered into force, our developers are working on its full application and making our own business completely compliant with new regulations. We are dedicated to taking GDPR compliance as a priority, and we will execute the rules on this website as soon as possible.
- For this subject matter, we are also waiting for the ePrivacy Directive, also known as the Cookie Law, to undergo an audit in the European Parliament and the Council of the EU. When this act enters into force, the cookie usage will be regulated in much more detail.

## **8. Cookie policy change**

- Clarity Developing can amend this Cookie Policy as needed. This policy was drawn up in compliance with the latest version of GDPR that was adopted in April 2016 and came into force on May 25, 2018.
- Clarity Developing keeps the right to change this Cookie Policy in order to align and act in accordance with amendments to relevant legislation and regulations.
- We will not inform our users and clients explicitly about each and every change we make. Instead, we advise you to visit this web page occasionally, in order to stay informed about the changes to this Policy.

- If you think that Clarity Developing does not abide by this Privacy Policy, please contact us via our **Contact page**.

Last updated on December 14, 2018