

COOKIE POLICY

In this cookie policy (the 'Cookie Policy') we UAB "B Company", 303312150, ("Company", "we", "us" or "our"), explain how we, as a data controller, use cookies on our websites what cookies are, how are they used and how you can control them.

1. WHAT ARE COOKIES?

Cookies are small textual files containing an identifier that is sent and temporarily stored on the device (e.g. computer, phone, tablet) of each person visiting the Website from which the Website is accessed.

The information collected by cookies helps, for example, to identify your device, save the history of visits to the Website, secure access to the Website.

2. WHY WE USE COOKIES?

We use cookies to:

- a) ensure proper and quick functioning of the Website;
- b) ensure security of the Website, prevent fraud;
- c) remember you and your login sessions, store your preferences and settings;
- d) optimize the Website and understand your activities such as which pages you visit, how long you stay on a Website, what links you click;
- e) show you ads and content that are more tailored to your interests, both on our Website and on other websites you visit;
- f) perform research to understand trends and improve our products and services.

3. HOW CAN YOU MANAGE COOKIES?

- 3.1. We will ask you to consent to our use of cookies in accordance with the terms of cookie notice that pops up when you first visit our Website. You may withdraw consent to cookies at any time by changing the settings and deleting the stored cookies.
- 3.2. Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via information provided in the relevant browser website, for example Chrome; Firefox; Internet Explorer; Safari. To learn more about cookies and how to manage or remove them, visit www.allaboutcookies.org.
- 3.3. Blocking all cookies will have a negative impact upon the usability of many websites.
- 3.4. If you block cookies, you will not be able to use all of the features on our Website.

4. WHAT COOKIES WE USE?

4.1. On the Website we use cookies for the following purposes:

Strictly Necessary Cookies

These cookies are necessary for proper performance and functioning of the Website, security of customers and their data, provision of high-quality services. These cookies are necessary for the proper functioning of the Website: You can set your browser to block or alert you about these cookies, but some parts of the Website will then not work.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
exchange.mediavine.com	mv_tokens	Third-party	14 days	This cookie is used for authentication and to facilitate user sessions by storing tokens. It supports secure login and data interactions by maintaining session state across page requests.
.adroll.com	receive-cookie-deprecation	Third-party	1 year 1 month	This cookie is used to signal to the website owner about the deprecation of cookies being received by the system, ensuring compliance and adaptability with evolving web standards and privacy legislation.
.moerie.com	_tt_enable_cookie	Third-party	3 months	This cookie is used to remember the user's preferences regarding the use of cookies on the website.
exchange.mediavine.com	am_tokens	Third-party	14 days	This cookie is used to manage user tokens for authentication purposes, ensuring secure login and user session management across sessions.
.twitter.com	__cf_bm	Third-party	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
				make valid reports on the use of their website.
.ct.pinterest.com	_pinterest_ct_ua	Third-party	1 year	This cookie is being set in relation to Pinterest Marketing
.d.adroll.com	receive-cookie-deprecation	Third-party	1 year 1 month	This cookie is used to signal to the website owner about the deprecation of cookies being received by the system, ensuring compliance and adaptability with evolving web standards and privacy legislation.
sc-static.net	X-AB	Third-party	1 day	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.
.t.co	__cf_bm	Third-party	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
exchange.mediavine.com	mv_tokens_eu-v1	Third-party	14 days	This cookie is used to manage user tokens for accessing specific content that requires user authentication and to ensure a secure user experience. It may store tokens or references to user sessions to facilitate secure exchanges between the client and the content server.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
exchange.mediavine.com	am_tokens_eu-v1	Third-party	14 days	This cookie is used for authentication and to store a user's state across pages to improve their browsing experience.
.postrelease.com	opt_out	Third-party	1 year	This cookie is used to track the user's decision to opt out of cookies on the website, indicating they have chosen not to have their data used for tracking and personalisation purposes.
.moerie.com	FPGSID	Third-party	30 minutes	This cookie is used to preserve user session state across page requests.

Functional/Performance Cookies

These cookies enable the Website to provide enhanced functionality and personalization, such as your site preferences and choices you make on a site, including username, region, and language, as well as to continuously improve the operativity of our Website. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some, or all, of these services may not function properly which in turn may impact your experience on our website.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.moerie.com	_vwo_sn	Third Party	30 minutes	This cookie is used to track the performance and effectiveness of different versions of web pages presented to users. It helps in conducting A/B testing to ensure that users are provided with the most optimal web page experience based on their interactions.
spray.moerie.com	__kla_id	First Party	1 year 1 month	Tracks when someone clicks through a Klaviyo email to your website.

.media.net	data-c-ts	Third Party	1 month	This cookie is used to time-stamp and perform a time sync for users' sessions, ensuring accurate session time tracking.
.moerie.com	_clk	Third Party	1 year	This cookie is used to track user interactions and engagement on the website to improve user experience and website functionality.
.moerie.com	_vwo_uuid_v2	Third Party	1 year	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie ensures a visitor always sees the same version of a page and is used to track behaviour to measure the performance of different page versions.
i.moerie.com	_nb_sp_cookie	Third Party	1 year	This cookie is used for gathering anonymous data related to the user's website visits, such as the number of visits, average time spent on the website, and what pages have been loaded. This is used to help improve the user's experience.
.moerie.com	_vis_opt_s	Third Party	3 months 10 days	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie

				distinguishes between new and returning visitors.
.spray.moerie.com	medium	First Party	1 month	This cookie is used to determine the medium the user used to access the website. It helps in tracking the effectiveness of different marketing channels.
spray.moerie.com	_dd_s	First Party	15 minutes	This cookie is used to store session data, ensuring that visits to a website are consistent during a session. It may include data such as how the visitor interacts with the site's pages, any preferences selected, and can help in error management.
.moerie.com	_ga_WHX82WJWM1	Third Party	1 year 1 month	This cookie is used by Google Analytics to persist session state.
.moerie.com	_vwo_uuid	Third Party	1 year	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie ensures a visitor always sees the same version of a page and is used to track behaviour to measure the performance of different page versions.
.media.net	data-c	Third Party	1 month	This cookie is used to collect information on user behavior and interaction to enhance the user experience and measure website performance.
.moerie.com	_ga	Third Party	1 year 1 month	This cookie name is associated with Google Universal Analytics - which is a significant

				update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
.moerie.com	_ttp	Third Party	3 month	This cookie is used to track user interaction and behavior on the website for site performance and usage analysis. This information is used to improve the user experience and optimize the website's functionality.
.pinterest.com	ar_debug	Third Party	1 year	This cookie is used for troubleshooting and analytical purposes, intended to track errors and improve services by providing insights into how the website is functioning.
.spray.moerie.com	MgidSensorNVis	First Party	3 months	This cookie is used to collect information about how visitors interact with the website, helping to track and analyze behavior to improve user experience. It may gather data such as the number of visits, session duration, and site navigation patterns anonymously.
.moerie.com	_vis_opt_test_cookie	Third Party	Session	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the

				performance of different versions of web pages. This cookie tests if the browser is set to allow cookies.
.tiktok.com	_ttp	Third Party	3 months	This cookie is used to track user interaction and behavior on the website for site performance and usage analysis. This information is used to improve the user experience and optimize the website's functionality.
x.adroll.com	ar_debug	Third Party	Session	This cookie is used for troubleshooting and analytical purposes, intended to track errors and improve services by providing insights into how the website is functioning.
.moerie.com	_clsk	Third Party	1 day	This cookie is associated with Microsoft Clarity analytics software. It is used to store information about the user's session and to combine multiple page views into a single user session for analytics purposes.
.moerie.com	_vwo_ds	Third Party	3 months	This cookie is used by Visual Website Optimizer to record the sequence of pages visited by a user including any variations as part of A/B split testing to help improve the website's layout, design, or content.
.linksynergy.com	rmuid	Third Party	1 year	This cookie is used to identify the device of a returning user to the website, helping in tracking user preferences and behavior for

				customization and analytics purposes.
.spray.moerie.com	MgidSensorHref	First Party	3 months	This cookie is used to track user behavior and interaction with the website to improve user experience and functionality.
.moerie.com	FPAU	Third Party	3 months	This cookie is used to record user-specific information on what pages users access or visit, customize web page content based on visitors' browser type, or other information that the visitor sends.
.media.net	visitor-id	Third Party	1 year	This cookie is used to identify unique visitors across the website to provide a consistent and personalized experience.
.moerie.com	FPLC	Third Party	20 hours	This cookie is used to store and track the performance and functionality preferences of the website users to enhance their browsing experience. It may also be involved in collecting analytics data to measure how users interact with the site's features.

Advertising (marketing) cookies

These cookies are used to observe user online behavior and optimize marketing campaigns according to such information: Advertising cookies may be set through our Website by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. These may uniquely identify your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.twitter.com	guest_id_marketing	Third Party	1 year 1 month	This cookie is used to identify a visitor across visits and devices. It allows the website to present the visitor with relevant advertisement based on the visitor's preferences.
moerie.com	sp	Third Party	1 year	This cookie is associated with Eventbrite and is used to deliver content tailored to the end user's interests and improve content creation. This cookie is also used for event-booking purposes.
moerie.com	FPID	Third Party	1 year 1 month	This cookie is used to track user behavior and preferences to provide a more personalized experience.
.casalemedia.com	CMPRO	Third Party	3 months	These cookies are linked to advertising and tracking the products users were looking at.
.dpm.demdex.net	dpm	Third Party	6 months	Adobe Audience Manager - data management platform uses this cookie to record information around synchronisation of IDs.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.spray.moerie.com	_pin_unauth	First Party	1 year	Registers a unique ID that identifies and recognizes the user. Is used for targeted advertising.
.spray.moerie.com	addshoppers.com	First party	1 year 1 month	This cookie is associated with the AddShoppers social sharing platform, a technology that integrates with websites to enable tracking and sharing capabilities across social networks. It supports social media integration and can gather data regarding sharing and social interactions on the site to help understand user influence and to enhance marketing strategies.
.agkn.com	ab	Third party	1 year	This cookie is generally provided by agkn.com and is used for advertising purposes.
.twitter.com	personalization_id	Third Party	1 year 1 month	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.moerie.com	_lc2_fpi	Third Party	1 year 1 month	This cookie is used to store and track interactions for personalizing user experience and ads.
.spray.moerie.com	__ar_v4	First Party	1 year	This cookie is associated with the DoubleClick advertising service from Google. Helps with tracking conversion rates for ads.
.casalemedia.com	CMID	Third Party	1 year	These cookies are linked to advertising and tracking the products users were looking at.
.moerie.com	_scid	Third Party	1 year 1 month	Used to help identify a visitor.
ssl.kaptcha.com	k	Third Party	3 months	Twitter does not currently provide information on the use of specific cookies.
.demdex.net	demdex	Third Party	6 months	This cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.
.pubmatic.com	KRTBCOOKIE_10	Third Party	3 months	This cookie is used to collect data related to the user's visits to the website, such as the number of visits, average time spent on the website, and what pages have been loaded, with the purpose of displaying targeted ads.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.moerie.com	_scid_r	Third Party	1 year 1 month	This cookie is used for tracking purposes, helping to identify unique visitors across sessions and track their interactions and engagement on the website.
.tremorhub.com	tvid	Third Party	1 year	This cookie is used for tracking user interaction and engagement with the website's content, helping in the improvement and optimization of online services provided. It may also be used for delivering personalized advertising experiences.
shop.pe	addshoppers	Third Party	1 year 1 month	This cookie is used to track user interaction and sharing behavior on social media platforms, enabling personalized marketing and social media sharing capabilities.
.criteo.com	uid	Third Party	1 year	This cookie provides a uniquely assigned, machine-generated user ID and gathers data about activity on the website. This data may be sent to a 3rd party for analysis and reporting.
.d.adroll.com	__adroll	Third Party	1 year 1 month	This cookie is used for retargeting, optimization, reporting, and attribution of online adverts.
.moerie.com	_li_dcdm_c	Third Party	Session	This cookie is used to track user preferences and provide personalized content or advertisements based

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
				on user behavior or site interactions.
.tapad.com	TapAd_DID	Third Party	2 months	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
.moerie.com	_fbp	Third Party	3 months	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers
.liadm.com	lidid	Third Party	1 year 1 month	Collects data on visitors' behaviour and interaction - This is used to make advertisement on the website more relevant. The cookie also allows the website to detect any referrals from other websites.
.twitter.com	guest_id	Third Party	1 year 1 month	This cookie is set by Twitter to identify and track the website visitor.
.casalemedia.com	CMPS	Third Party	3 months	These cookies are linked to advertising and tracking the products users were looking at.
exchange.mediavine.com	criteo	Third Party	14 days	This cookie is set by Outbrain and it is used to analyse technical data about the website
.moerie.com	_gcl_au	Third Party	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.moerie.com	__adroll_fpc	Third Party	1 year	This cookie is used for the purpose of targeting and advertising, facilitating retargeting by identifying visitors for personalized ad content.
.tapad.com	TapAd_TS	Third Party	2 months	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
.pubmatic.com	PugT	Third Party	1 month	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.
.twitter.com	guest_id_ads	Third Party	1 year 1 month	This cookie is associated with Twitter's advertising services. It is used to identify and track the website visitor to display personalized ads based on the user's preferences and interaction with the website.
.snapchat.com	sc_at	Third Party	1 year	Used to identify a visitor across multiple domains.
.tremorhub.com	tv_UICR	Third Party	1 month	This cookie is used to track user interactions and engagement with the website's content to improve the service and content delivery. It can collect data on user behavior and preferences to facilitate targeted advertising and marketing strategies

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.adroll.com	__adroll_shared	Third Party	1 year 1 month	This cookie is used to identify the user across sessions and track their interactions with advertisements across various websites. It helps in optimizing ad performance and ensuring relevant ads are shown to the user.
.tapad.com	TapAd_3WAY_SYNC	Third Party	2 months	
.t.co	muc_ads	Third Party	1 year 1 month	This cookie is used for targeting and advertising purposes. It helps track and personalize advertising content to enhance user experience.

Analytics Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Website. They help us to know which pages are the most and least popular and see how visitors move around the Website. The information that these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not be able to monitor its performance.

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description

Google Analytics is a tool provided by Google LLC to collect and process information about your use and other interactions with the Website. The information collected by Google Analytics is transmitted to and stored with Google (the US). For more information, please read Google LLC's privacy policy: <https://policies.google.com/privacy>. If you want to opt out of Google Analytics without affecting how you

visit the Website, follow the instructions to download and install the [Google Analytics Opt-out Browser Add-on](#). You can also prevent cookies from being saved on the device by adjusting your browser settings.

Other cookies

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
moerie.com	_pvd_uid	Third-party	1 year 1 month	
moerie.com	_sp_ses.620e	Third-party	30 minutes	
moerie.com	kt_visitor_code	First Party	1 year 1 month	
spray.moerie.com	_nb_sp_ses.ae6e	Third-party	30 minutes	
.moerie.com	axwrt	First Party	1 year	
spray.moerie.com	_testa_uuid	First Party	1 month	
spray.moerie.com	_testa_excl_12	First Party	1 month	
spray.moerie.com	clientside-cookie	First Party	1 year	
spray.moerie.com	disable_redirect	Third-party	1 hour	
.moerie.com	ax_visitor	First Party	1 year	
spray.moerie.com	_nb_sp_id.ae6e	Third-party	1 year 1 month	
.moerie.com	_lc2_fpi_js	Third-party	Session	

Cookie Subgroup	Cookies	Cookies used	Lifespan	Description
.moerie.com	_ScCbts	Third-party	7 days	
.moerie.com	_sp_id.620e	Third-party	1 year 1 month	
.moerie.com	_axwrt	Third-party	1 year	
.moerie.com	ph_phc_gAQcNQU76LeJfht9Zs AyDUB0HknTlu3b46uqk28uRpu_posthog	Third-party	1 year	

5. CHANGES TO THIS COOKIE POLICY

We may update this Cookies Policy from time to time to reflect changes in our practices or for legal compliance. We will notify you of any significant updates.

6. CONTACT US

If you have any questions, inquiries or concerns about our Cookies Policy, please contact us at info@moerie.com For more detailed information about our data handling practices, please review our [\[Privacy Policy\]](#).