Cookies Policy

➢ **Introduction**

Welcome to uni.fund! Our website uses cookies to facilitate users' needs, enhance the functionality of the website, ensure the integrity and security of the site, and to analyze our traffic in order to improve the website and the overall user experience.

Here you will find more information about Cookies and specific details about how and why our website uses Cookies. We invite you to invest some time to learn more about them, in order to feel totally secure and safe while browsing our website.

If you have questions or comments, please contact us via e-mail at **gdpr@uni.fund**

➢ **What is a Cookie?**

Cookies are small pieces of text produced by the webpages and saved in your Internet browser to allow the seamless function websites and make user experience more efficient. They collect and retain specific information based on their type and intended purpose, allowing websites to function flawlessly, and providing information to the site owner to improve the website.

Cookies contain information that is transferred to or read on your device and allow websites to recognize devices and store certain information, such as user preferences. A wide variety of data, including user's choices and preferences, may be collected through cookies, but only some cookies collect and contain personal information, for example IP addresses.

Among other functions, some cookies include a unique identifier for your device that allows the site to remember your actions and preferences for a period of time that varies, according to their type. This way, you do not have to re-enter information each time you visit the site or search on different web pages, while cookies can also help personalize your web browsing.

There are several types of cookies. The most common classification distinguishes between:

a) **Strictly Necessary Cookies**

These cookies are essential in order to enable visitors to move around the website and use its features. In other words, these are all the cookies without which the website could not perform basic functions. This is the most important category of cookies.

The law allows that all Strictly Necessary cookies are exempted from any requirements for user consent.

b) **Performance Cookies**

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. In principle, these cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. They are primarily used to provide site owners with statistical information about their site – which is generally used for performance measurement and improvement.

This is generally also known as 'Analytics'. It includes activities like counting page visits, dwell time, bounce rates, technologies used to access the site, and page load speeds.

c) Functionality Cookies

These cookies allow the website to remember the choices visitors make (such as username, language or region choices) and provide enhanced, more personal features. For instance, a website may be able to provide visitors with local weather reports or traffic news by storing in a cookie the region in which the visitor is currently located. These cookies can also be used to remember changes visitors have made to text size, fonts and other parts of web pages.

Cookies set by these types of services can be difficult to classify, as whilst they enable user functionality to be added to the site, they often also allow tracking of visitors across other sites that have the same sorts of functionality embedded in them, and therefore they could be used for targeting or advertising, either by the company in question, or further parties it may make the data available to. In many cases the cookies are known to be used in this way.

d) Targeting or Advertising Cookies

These cookies are used to deliver adverts more relevant to each particular visitor and their interests. They are also used to limit the number of times a specific advertisement is displayed as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. (third party cookies) They can be set even if the site itself does not display advertising. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.

Moreover, cookies may be also divided into two different categories *session* cookies and *persistent* cookies, *first- party cookies* and *third-party cookies.*

- o **Session cookies** are temporary files, which are deleted when the users close their browser. When the user closes or restarts the browser the website no longer recognizes the user and creates a new session cookie that collects, and stores browsing data and remains active until the user leaves the website and/or closes or restarts the browser.
- o The **persistent cookies** remain in one of the subfolders of the browser, until they are manually or automatically deleted, based on the expiration date of the persistent cookie file.

- o The **first party cookies** are originated or sent by the website the user is currently visiting and are used for the collection and storage of information regarding the preferences of the user while visiting this particular website.
- o The **third-party cookies** are originated or sent by a different website that the one the user is currently visiting, for advertising or marketing purposes.

What cookies we are using:

Our website uses:

- Necessary, persistent Cookies, that you need to accept in order to browse the website.

Purpose	Data Collected	Cookie name	For how long the cookies is stored
Obtain visitors' consent to use cookies.	Response (Yes/No)	gdpr[consent_types]	1 year
Store visitors' preference about the cookies allowed.	Cookies Preference	gdpr[allowed_cookies]	1 year
Check if cookies are enabled to provide the proper user experience.	If cookies are enabled	wordpress_test_cookie	Session cookie: deleted, as soon as browser closes

- Performance, analytics Cookies, that you may choose to accept or deny.

Purpose	Data Collected	Cookie name	For how long the cookies is stored
Registers a unique ID that distinguishes the user and is used to generate statistical data on how the visitor uses the website.	Anonymized User IDs, website settings and preferences, website usage data	_ga	2 years
Registers a unique ID that distinguishes the user and is used to generate statistical data on how the visitor uses the website.	Anonymized User IDs, website settings and preferences, website usage data	_gid	24 hours
Used to throttle request rate.	Anonymized User IDs, website settings and preferences, website usage data	_gat	1 minute

About google analytics cookies you can read more here
https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage/

➢ **Why cookies are used?**

Websites use cookies for a variety of reasons, for instance:

o There are cookies that are absolutely necessary for the site to function properly.
o There are cookies that collect data about the use and operation of websites, which allow site owners to make adjustments that enhance user experience.
o There are cookies that store information related to user choices, such as language, font size or screen resolution, allowing the personalization of the website, making browsing easier.
o There are cookies used for advertising purposes etc.

Why we are using cookies:

o To ensure the seamless function of the website, and make sure it functions properly.
o To improve our website, using the information about how our visitors use it.

You can read more about cookies here https://www.aboutcookies.org/ - http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm

➢ **How to withdraw your consent or delete or block our cookies**

Prior to installing even the *strictly necessary* cookies, we shall ask for your consent, giving you the option to accept all cookies, or only the *strictly necessary ones.* Please note that without them you will not be able to use the website.

If you have given us your consent to use *performance* cookies as well, you can change your mind at any time, and delete these cookies from your computer without your use of the website to be affected. The help feature on most web browsers will tell you how to prevent your browser from accepting new cookies, how to receive notice when a new cookie is set, and how to disable cookies altogether.

We will be more than happy to answer your questions at gdpr@uni.fund.