Zotlo
Cookie Policy

Last updated – 25.01.2024

We (referred to herein as "Zotlo", "we" or "us") would like to inform you about the cookies and similar technologies we use on our Zotlo website, related features and services, and other linked channels, mobile websites or applications ("Platform"). Zotlo provides applications, games, content and other digital products and other in-app services and related services over the Platform ("Services").

1. **What are cookies?**

Cookies are small pieces of information, normally consisting of just letters and numbers, which are stored on your computers or mobile devices when you visit our Platform. Software on your device (for example your web browser) can store cookies that save your activity and preferences during each session and for your next visits and send them back to the server next time you visit. Cookies can be useful because they allow us to recognize your device and reload your previous preferences. Cookies are used to maintain the functionality of the Platform and to enable us to analyze your personal preferences and your use of our Platform and Services.

2. **Cookie Types**

Duration:
Cookies are stored for various periods.

<u>Session cookies</u>: Session cookies are only stored during your visit and are automatically deleted when you close your browser.

<u>Persistent cookies</u>: Persistent cookies remain stored in your terminal device following your visit until it reaches a defined expiration date.

Origin:
Cookies may be placed by various Platform or domains.

<u>First-party cookies</u>: First-party cookies are set directly by us.

<u>Third-party cookies</u>: Third-party cookies are set by a domain other than us. This typically occurs when we incorporate elements from other sites, such as images, social media plugins or advertising.

Purpose:

<u>Necessary cookies / Functional cookies</u>

Necessary cookies are absolutely essential for the Platform and the Services to function properly. These cookies ensure basic functionalities and security features of the Platform. Functional cookies help to improve your user experience and to perform certain functionalities like collect feedbacks, and other third-party features. These cookies enable us to follow your cookie permissions; to save your add-on preferences on the browser; to save language, location etc. preferences; to understand browser display settings; to maintain the accessibility of the Platform; to optimize the Platform real-time.

Analytical cookies / Performance cookies

Analytical cookies are used to understand how you interact with the Platform. These cookies help provide information and statistics regarding the number of visitors, bounce rate, traffic source, etc. These cookies allow us to understand how you use the Platform, how much time you spend, how to optimize the Platform and which features of the Platform needs development.

Social media cookies

Social media cookies may be used for your social media interaction on the Platform. Any such social media platforms may collect your personal data for other purposes. Please review privacy and cookie policies of such social media platforms to be informed about the personal data they collect and the cookies they use.

Targeting cookies / Advertisement cookies

Targeting / advertisement cookies are used to show you targeted advertising and content. These cookies are used to understand your interests, to show you advertisement further to your needs, interests and preferences, to limit the number of times you see an advertisement and to measure the effectiveness of advertising campaigns.

3. Which cookies are used on the Platform?

Merchant Panel:

Cookie	Domain	Type	Description	Duration
auth	console.zotlo.com	Functional cookies	It is used for storing login information.It is stored in Local Storage.	Persistent
isWizardMinimized	console.zotlo.com	Functional cookies	It is the key used for the state of the user guide wizard.It is stored in Local Storage.	Persistent
_GRECAPTCHA	www.google.com/recaptcha	Necessary cookies	Google recaptcha uses it.It is stored in Local Storage.	Persistent
Global	console.zotlo.com	Necessary cookies	It includes country, language, and user information.It is stored in Local Storage.	Persistent
Localization	console.zotlo.com	Necessary cookies	It contains translation information.It is stored in Local Storage.	Persistent
__stripe_mid	console.zotlo.com	Necessary cookies	Google recaptcha token	1 year
__stripe_sid	console.zotlo.com	Necessary cookies	When you initially provide or update your payment information, we transmit it via an encrypted connection to our Payment Processor, Stripe. Stripe	30 minutes

			uses and processes your payment information in accordance with Stripe's Privacy Policy. We don't store your payment information, other than your contact and shipping information, which we require for billing, shipping and to comply with tax and other government regulations.	
_ga	console.zotlo.com	Analytical cookies	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days
_ga_*	console.zotlo.com	Analytical cookies	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days
NID	.google.com	Functional cookies	These cookies are used to remember your preferences and other information, such as your preferred language, how many results you prefer to have shown on a search results page (for example, 10 or 20), and whether you want to have Google's SafeSearch filter turned on	6 months
SID	.google.com	Functional cookies	Download specific tools from Google and save certain preferences, such as the number of search results per page or enabling the SafeSearch filter.	1 year 2 months
__Secure-1PSIDCC	.google.com	Functional cookies	It is the cookie necessary for the use of the website's options and services.	1 year
__Secure-3PSIDCC	.google.com	Targeting cookies	Used for targeting to create a profile of the website	1 year

			visitor's interests in order to display relevant and personalized Google ads.	
SIDCC	.google.com	Functional cookies	Identifies the security token to prevent unauthorized access by Google users. Used for user profiling and ad targeting.	1 year
__Secure-3PA PISID	.google.com	Targeting cookies	Used to create a profile of the website visitor's interests for displaying personalized Google ads.	1 year 2 months
SAPISID	.google.com	Functional cookies	Used for security purposes. Ensures the functioning of the reCAPTCHA function.	1 year 2 months
APISID	.google.com	Functional cookies	Necessary for the functioning of the reCAPTCHA function for security purposes.	1 year 2 months
SSID	.google.com	Functional cookies	Necessary for the use of the website's options and services.	1 year 2 months
__Secure-1PAP ISID	.google.com	Functional cookies	Used for security purposes. Ensures the functioning of the reCAPTCHA function.	1 year 2 months
HSID	.google.com	Functional cookies	Necessary for the use of the website's options and services.	1 year 2 months
__Secure-3PSI D	.google.com	Functional cookies	Necessary for the use of the website's options and services.	1 year 2 months
__Secure-1PSI D	.google.com	Functional cookies	It is necessary for the use of the website's options and services.	1 year 2 months

User Dashboard:

Cookie	Domain	Type	Description	Duration
visited	customer's domain	Necessary cookies	The area where the tracking of visited pages is conducted	30 min
availablePages	customer's domain	Necessary cookies	The area where available pages are listed	30 min
sessionId	customer's domain	Necessary cookies	Maintains user session status and keeps track of visited page information in page requests.	30 min
expireAt	customer's domain	Necessary cookies	The value representing the session expiration time.	30 min
isPreview	customer's domain	Necessary cookies	Used in the administration of the site from the panel.	30 min
subscriberId	customer's domain	Necessary cookies	A unique value representing the user.	30 min
paymentError	customer's domain	Necessary cookies	The field storing the payment page error message.	30 min
userAlreadySubscribed	customer's domain	Necessary cookies	The value checking whether the user has previously subscribed.	30 min
bypassRegister	customer's domain	Necessary cookies	Register sayfasının gösterilip gösterilmeyeceğini ifade eden bayraktır	30 min
utmInfo	customer's domain	Necessary cookies	The area where UTM information is stored.	30 min
language	customer's domain	Necessary cookies	The area where the page language is stored.	30 min
previewHash	customer's domain	Necessary cookies	Used in the administration of the site from the panel.	30 min
_ga (_ga ile birlikte sonuna random hash uzantılar gelebilir ör: _ga_HWSFC) _gid	customer's domain	Analytical cookies	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number	1 year 1 month 4 days

			to recognise unique visitors.	
_ga_*	customer's domain	Analytical cookies	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days
_gat	customer's domain	Analytical cookies	Used to shorten the request rate. It expires within 1 minute from the trigger.	1 min
_gid	customer's domain	Analytical cookies	Another cookie used to distinguish users. However, it expires within 24 hours.	1 day
_gcl_au	customer's domain	Targeting cookies	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	3 months
_pin_unauth	customer's domain	Targeting cookies	Pinterest set this cookie to group actions for users who cannot be identified.	1 year
_fbp	customer's domain	Targeting cookies	Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.	3 months
fr	.facebook.com	Targeting cookies	Facebook uses it	3 months
wd	.facebook.com	Targeting cookies	This cookie stores the browser window dimensions and is used by Facebook to optimise the rendering of the page.	1 week
datr	.facebook.com	Targeting cookies	The purpose of the datr cookie is to identify the web browser being used to connect to Facebook independent of the logged in user. This cookie plays a key role in Facebook's security and site integrity features.	2 years

_ttp	.tiktok.com	Targeting cookies	To measure and improve the performance of your advertising campaigns and to personalize the user's experience (including ads) on TikTok.	1 year 1 month
_tt_enable_cookie	customer's domain	Targeting cookies	This cookie is used as a means of tracking your website activity to help us optimise our advertising.	1 year 1 month
_ym_d	customer's domain	Targeting cookies	This domain of this cookie is owned by Yandex.Matrica. This cookie is used to store the date of the users first site session.	1 year
_ym_uid	customer's domain	Targeting cookies	This cookie is by Yandex.Metrica. This cookie is used to set a unique ID to the visitor and to collect information about how visitor use the website. Thus it help to track the user and the collected informationn is used to improve the site.	1 year

4. How can you manage cookies?

Browsers often automatically permit the use of cookies. You can change your browser settings to manage the use of cookies. You can disable and delete cookies that are not necessary and change your cookie preferences. Your visits to and use of our Platform will not be hindered if you change your cookie settings and disable optional cookies, however, you may not be able to fully enjoy certain functionalities of the Platform.

Please check the instructions and help functions of your browser in order to find the details on how to manage your cookie settings.

Internet Explorer:
https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies
Google Chrome: http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647
Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences
Safari: http://support.apple.com/kb/PH5042