

# COOKIE NOTICE

Last update: September 08, 2021

This cookie notice applies to our website weatherwell.app as well as to its other related pages, which are operated by and on behalf of Palta Weather, Inc., a Delaware corporation.

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### What are cookies?

Cookies are small text files stored by your web browser on your computer or mobile device. Some cookies are essential for a website to work and help us provide you with relevant information. The other ones allow us to recognize your computer and browser (but not you!) and to store your website preferences. Cookies from our website cannot read any information contained in your hard disk or read any cookie files created by other websites.



### What cookies do we use?

Generally, there are many different ways to classify cookies. Most common ways are classification by duration, by provenance and by purpose.

Classified by their duration, there are:

- **Session cookies.** Such cookies expire once you close your browser (or once your session ends).

- **Persistent cookies.** Such cookies are stored on your hard drive until you erase them or until your browser erases them, depending on the cookie's expiration date. All cookies have an expiration date, which is commonly embedded into their code.

Classified by their provenance, there are:

- **First-party cookies.** Such cookies are put on your device directly from this website.
- **Third-party cookies.** Such cookies are put on your device by a third party - e.g., by an advertiser or an analytic system.

Classified by their purpose, there are:

1. **Strictly Necessary cookies.** These are cookies that are essential for the operation of our website. Such cookies are generally first-party session cookies.
2. **Functionality cookies.** These cookies allow the website to recognize you when you return to our website and to remember your choices – for example, your preferred language, your username and password for automatic log in.
3. **Performance cookies.** These cookies collect the information about your usage of the website – for example, the pages that you visited or the links that you clicked on. All such information is anonymized, so it cannot be used to identify you. Such cookies are used solely to improve the website functionality – sometimes, by help of third-party analytic services.
4. **Marketing cookies.** These cookies track your online activity and they may be shared with other organizations or advertisers. Generally, such cookies are used by the advertisers to deliver more personalized advertising to you. These are commonly persistent cookies and most always of third-party provenance.

For better understanding of the cookies that we use, please take a look at the table below:

Name	Description	Duration	Type
datr	Used by Facebook to identify the users browser	2 years	Third-party / Marketing
dpr	This cookie is used by Facebook for performance tracking.	Session	Third-party / Marketing
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	Third-party / Marketing
_fbp	Used by Facebook to deliver a series of advertisement products	3 months	First-party / Marketing

_ga	Google Analytics registers a unique ID that is used to generate statistical data on how you use the website	2 years	First-party / Performance
_ga_#	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	First-party / Performance
_ym_d	Cookie stored by Yandex Metrica to store first visit to the website	1 year	First party / Performance
_ym_isad	Determines whether a user has ad blockers	2 days	First party / Performance
_ym_retryReqs	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Persistent	First party / Performance
_ym_mp2_substs_83096335	Used for Target Call	Session	First party / Performance
_ym_mp2_track_83096335	Used for Target Call	30 days	First party / Performance
_ym_uid	Used for identifying site users	1 year	First-party / Performance
_ym_visorc	Allows Session Replay to function correctly	1 day	First party / Performance
metrika_enabled (x2)	Checks whether other Yandex.Metrica cookies are installed correctly	60 minutes	First party / Performance
previousUrl	Creates a unique ID that is used to obtain data on website usage for statistics	1 day	First-party / Performance
tildasid	Registers unique ID that is used to generate usage statistics	1 day	First-party / Performance
tildauid	Registers unique ID that is used to generate usage statistics	3 months	First-party / Performance
i	Used for identifying site users	1 year	Third-party / Performance
is_gdpr	Used for identifying site users	2 years	Third-party / Performance
is_gdpr_b	Used for identifying site users	2 years	Third-party / Performance
yandexuid	Used for identifying site users	1 year	Third-party / Performance
ymex	Stores auxiliary information for Yandex.Metrica performance: ID creation time and their alternative values.	1 year	Third-party / Performance

yuidss	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimise the relevance of the advertisement.	1 year	Third-party / Marketing
yabs-sid	Session ID	Session	Third-party / Marketing
_ym#_lastHit	Used for identifying site users	Persistent	First-party / Marketing
_ym#_lsid	Used for identifying site users	Persistent	First-party / Marketing
_ym#_reqNum	Used for identifying site users	Persistent	First-party / Marketing
_ym_vw2rf:83096335:0	Used for identifying site users	Persistent	First-party / Marketing
_vw_tab_guid	Registers data on visitors' website-behavior. This is used for internal analysis and website optimization.	Session	First-party / Performance
visited	Unique user ID that recognizes the user on returning visits	Session	First-party / Performance
_ddg1 (x2)	Tracks visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 year	First-party and Third-party / Marketing
_ddg2 (x2)	Tracks users on various websites in order to present relevant advertisement	1 year	First-party and Third-party / Marketing
_ddgid	Tracks users on various websites in order to present relevant advertisement	1 year	First-party / Marketing
_ddgmark	Tracks users on various websites in order to present relevant advertisement	1 day	First-party / Marketing
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	Third-party / Marketing
webvisor/83096335	User actions tracker	Session	Third-party / Marketing



### Considering turning off and deleting cookies?

When you use our site, we'll give you a choice to consent to all of the cookies we've listed above (except for the 'Strictly Necessary Cookies', which are collected automatically). You

can revoke your consent to accept any cookies and delete them by activating the respective setting on your browser. By that means you can delete already set cookies and choose not to accept the new ones. If you use different devices to view and access our website (for example, your computer, smartphone, tablet etc.), you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

Please note that if you disable the cookies that we use, this may impact your experience while on the website.

Should you need more information on the cookie settings for the most popular browsers, you can follow the links below:

1. Microsoft Internet Explorer - <https://support.microsoft.com/en-gb/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>
2. Google Chrome - <https://support.google.com/accounts/answer/32050?co=GENIE.Platform%3DDesktop&hl=en>
3. Google Chrome app - <https://support.google.com/accounts/answer/61416?hl=en&co=GENIE.Platform%3DAndroid>
4. Mozilla Firefox - <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
5. Safari (Desktop) - <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>
6. Safari (Mobile) - <https://support.apple.com/en-us/HT201265>
7. Opera browser - <https://help.opera.com/en/latest/web-preferences/>
8. Opera Mobile - <https://help.opera.com/en/latest/web-preferences/>



### **Want to learn more?**

You can find more information about the cookies and the way they function by visiting the websites below:

<https://www.allaboutcookies.org/>

<https://www.aboutcookies.org/>



### **Everything changes...**

And this cookie notice may change from time to time, too. Nonetheless, stay tuned! Any changes made to our cookie notice in the future will be posted on our website so that you can always access the up-to-date version.



## Contact us

Questions, comments or requests related to this cookie notice are always welcome. Feel free to contact us via: [info@weatherwell.app](mailto:info@weatherwell.app)