

## COOKIES POLICY

Our Websites use cookies to improve your browsing experience.

The data controller is **L.F. Investment Limited** (the “**Company**”) Detailed information about the processing of personal data, including your rights, can be found [here](#).

Websites use cookies to distinguish you from other users of our website. This helps Company to provide you with a good experience when you browse our website and also allows us to improve Websites.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer’s hard drive.

The information is used for the purpose of optimizing the services provided through Company websites, including related websites specified below, subpages and links (herein as „**Websites**“).

Some cookies are absolutely necessary to enable you to move around Website and use its features. Without these cookies, essential security features cannot be activated and services you have asked for cannot be provided. Each Website may send its own cookies to your browser if your browser settings allow it.

You can delete the cookies in your browser - usually located in the "History" of the visited pages.

### Cookies classification:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Website. They include, for example, cookies that enable you to log into secure areas of the Website, use a credit card or make use of e-billing services. Technical cookies cannot be disabled because without them Website would not function properly.
- **Functionality cookies.** These are used to recognize you when you return to the Website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Analytical / performance cookies.** They allow the Company to recognize and count the number of visitors and to see how visitors move around the Website when they are using it. This helps the Company to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Marketing / Targeting cookies.** These cookies record your visit to the Website, the pages you have visited and the links you have followed. The Company shall use this information to make the Website and the advertising displayed on it more relevant to your interests. The Company may also share this information with third parties for this purpose.
- **Other.** Cookies of supportive nature having its respective purpose in connection with class of cookies defined above.

Specification of particular cookies types is defined below.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which the Company has no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the Website.



Cookie	Domain	Type	Description	Duration
ajs_anonymous_id	purple-trading.com	Necessary / functionality	This cookie is set by Segment.io to check the number of new and returning visitors to the website.	1 year
__hstc	purple-trading.com	Necessary / functionality	This is the main cookie set by Hubspot, for tracking visitors. It contains the domain, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	1 year 24 days
hubspotutk	purple-trading.com	Necessary / functionality	This cookie is used by HubSpot to keep track of the visitors to the website. This cookie is passed to Hubspot on form submission and used when deduplicating contacts.	1 year 24 days
ajs_user_id	purple-trading.com	Necessary	The cookie is set by Segment.io and is used to analyze how you use the website.	never
__cf_bm	hubspot.com	Necessary	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 minutes
__hssc	purple-trading.com	Necessary	HubSpot sets this cookie to keep track of sessions and to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.	30 minutes
ASP.NET_SessionId	purple-trading.com	Necessary	Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.	Session
__hssrc	purple-trading.com	Necessary	This cookie is set by Hubspot whenever it changes the session cookie. The __hssrc cookie set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.	Session



Cookie	Domain	Type	Description	Duration
CMSPreferredCulture	purple-trading.com	Necessary	This is an essential cookie which is used to store the visitors preferred content culture.	1 year
_fw_crm_v	purple-trading.com	Necessary / functionality	Identifies user that came back.	1 year
debug	purple-trading.com	Necessary	Cookies used for generating logs whenever any cookies are modified. They enable debugging the logs and proper functioning of other cookies.	never
ajs_group_id	purple-trading.com	Necessary	These cookies are used to record the amount of people that visit our site, and track whether you've visited before.	never
debug	wchat.freshchat.com	Necessary	Cookies used for generating logs whenever any cookies are modified. They enable debugging the logs and proper functioning of other cookies.	never
embed/v3/converters.gif	forms.hsforms.com	Necessary / functionality	Used to implement forms on the web site	Session
_gcl_au	purple-trading.com	Analytics	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.	3 months
_ga_4SLDW PVL PZ	purple-trading.com	Analytics	This cookie is installed by Google Analytics.	2 years
_ga	purple-trading.com	Analytics	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_clck	purple-trading.com	Analytics	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year
_clsk	purple-trading.com	Analytics	Registers statistical data on users' behaviour on the web site. Used for intern analytics by the website operator	1 day



Cookie	Domain	Type	Description	Duration
_cltk	purple-trading.com	Analytics	Registers statistical data on users' behavior on the website. Used for internal analytics by the website operator.	Session
_ga_#	purple-trading.com	Analytics	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
_hjSession_#	purple-trading.com	Analytics	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 day
_hjSessionUser_#	purple-trading.com	Analytics	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	Session
_hjTLDDTest	purple-trading.com	Analytics	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session
C.gif	c.clarity.ms	Analytics	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner	Session
CLID	clarity.ms	Analytics	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner	1 year
Collect	google-analytics.com	Analytics	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session
_/ad/75aa344edeef4dbfa3b3dd7cb5f40e6f/pixel	q.quora.com	Analytics	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	Session



Cookie	Domain	Type	Description	Duration
_uetid_exp	purple-trading.com	Analytics	Contains the expiry-date for the cookie with corresponding name.	Persistent
ads/ga-audiences	google.com	Analytics	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session
ANONCHK	c.clarity.ms	Analytics	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites	1 day
pagead/viewthroughconversion/828905339	doubleclick.net	Analytics	Unclassified	Session
_gid	purple-trading.com	Analytics	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_uetid	purple-trading.com	Analytics	This cookies are used to collect analytical information about how visitors use the website. This information is used to compile report and improve site.	1 day
_hjid	purple-trading.com	Analytics	This is a Hotjar cookie that is set when the customer first lands on a page using the Hotjar script.	1 year
_hjFirstSeen	purple-trading.com	Analytics	Hotjar sets this cookie to identify a new user's first session. It stores a true/false value, indicating whether it was the first time Hotjar saw this user.	30 minutes
_hjIncludedInPageviewSample	www.purple-trading.com	Analytics	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's pageview limit.	2 minutes



Cookie	Domain	Type	Description	Duration
_hjAbsoluteSessionInProgress	purple-trading.com	Analytics	Hotjar sets this cookie to detect the first pageview session of a user. This is a True/False flag set by the cookie.	30 minutes
_hjIncludedInSample	purple-trading.com	Analytics	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's daily session limit.	2 minutes
bcookie	linkedin.com	Analytics	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.	2 years
lidc	linkedin.com	Analytics	LinkedIn sets the lidc cookie to facilitate data center selection.	1 day
_gat	purple-trading.com	Analytics	This cookie is installed by Google Universal Analytics to restrain request rate and thus limit the collection of data on high traffic sites.	1 minute
MUID	bing.com	Marketing	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days
test_cookie	doubleclick.net	Marketing	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 minutes
_fbp	purple-trading.com	Marketing	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months
IDE	doubleclick.net	Marketing	Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile.	1 year 24 days
bscookie	www.linkedin.com	Marketing	This cookie is a browser ID cookie set by Linked share Buttons and ad tags.	2 years
lang	ads.linkedin.com	Marketing	This cookie is used to store the language preferences of a user to serve up content in that stored	session



Cookie	Domain	Type	Description	Duration
			language the next time user visit the website.	
lang	linkedin.com	Marketing	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.	session
_uetvid	purple-trading.com	Marketing	Used by Bing Ads to store and track visits across websites.	1 year 24 days
UserMatchHistory	linkedin.com	Marketing	Used by LinkedIn to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 month
AnalyticsSyncHistory	linkedin.com	Marketing	Used to store information about the time a sync took place with the lms_analytics cookie.	1 month
li_gc	linkedin.com	Marketing	Used to store consent of guests regarding the use of cookies for non-essential purposes.	2 years
sid	seznam.cz	Marketing	This cookie is very common and is used for session state management.	1 month
__ptq.gif	hubspot.com	Marketing	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session
__tld__	purple-trading.com	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Session
_uetvid_exp	purple-trading.com	Marketing	Contains the expiry-date for the cookie with corresponding name.	Persistent
pagead/1p-conversion/#	google.com	Marketing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement  - This also allows the website to limit the number of times that they are shown the same advertisement.	Session



Cookie	Domain	Type	Description	Duration
Retargeting	c.seznam.cz	Marketing	Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting.	Session
SM	c.clarity.mss	Marketing	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.	Session
SRM_B	bing.com	Marketing	Tracks the user's interaction with the website's search-bar-function . This data can be used to present the user with relevant products or services.	1 year
tr	facebook.com	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session

### Third Party cookies

Overview of third parties and data protection agreements.

[Facebook](#)

[Google](#)

[Seznam](#)

