Cookie Policy 🍪

15.02.2024

Introduction

Cookies, in the context of web technology, are small pieces of data which are stored on a user's computer by the web browser while browsing a website.

This Website uses cookies to enhance the user experience, provide essential features, analyze our traffic, and serve targeted advertisements. In accordance with the General Data Protection Regulation (GDPR), we offer you the ability to manage your cookie preferences.

About us

We are the controller of your personal data processed through the Website. This means that we determine the purposes, scope and means of personal data processing.

> *Careerum OÜ*
> *reg. No. 14726350*
> *Address: Vesivärava 50-201 Tallinn 10152, Estonia*

Consent and Preferences

Upon your first visit to our site, a cookie consent banner will be displayed, asking for your approval to set cookies. You can customize your preferences, opting in or out of different categories of cookies. You may return to your cookie settings at any time to update your preferences or withdraw your consent entirely.

Types of Cookies and Third-Party Resources

1. Strictly Necessary Cookies

These cookies are essential for the website to function and cannot be switched off in our systems. They are typically set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms.

> 💡**Some of the functionalities on our website require the use of cookies from third-party services. These services might set cookies to track user interactions and preferences outside of our website. We do not control these cookies, thus we recommend that you review the privacy policies of these third-party services for more information."**

2. Performance and Analytical Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. The information collected is aggregated and anonymous. They help us understand which pages are the most and least popular and see how visitors move around the site.

- **Google Analytics** is used to track website traffic and user interaction with the site; it aids us in understanding user behaviors and in making decisions on how to improve user experience.
- **Yandex Metrika** functions similarly to Google Analytic; it provides web analytics and traffic analysis.

- **Amplitude** is an analytics service used to analyze user behavior on the site in a more detailed and scalable manner, providing insights into user journeys and actions.

3. Functional Cookies

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages.

- **Google Tag Manager** streamlines the process of implementing tags (snippets of code or tracking pixels) on the website without changing the site code.

4. Marketing and Advertising Cookies

These cookies are used to track visitors across websites with the intention of displaying ads that are relevant and engaging for the individual user. These cookies may also help in limiting the number of times a particular advertisement is shown and measure the effectiveness of advertising campaigns.

- **Roistat and Kommo** are used for detailed marketing analytics and automation, enhancing the efficiency of advertising campaigns and personalizing user experience.
- Social Media Pixels such as **Facebook/Meta Pixel**, **VK Pixel** and **LinkedIn Insight Tag** are used for retargeting advertisements to users on social media platforms based on their interaction with our Site.
- **Twilio SendGrid:** We utilize Twilio SendGrid for email marketing campaigns. SendGrid cookies are used to analyze email campaign effectiveness, understand user engagement with our emails (such as open and click rates), and tailor our communication to match user interests. This helps us to improve the relevance of our marketing efforts and enhance user experience.
- Third-Party Scripts like **Jivosite** incorporate live chat features and facilitate real-time communication with users.

Managing Cookies

It's important to note that restricting cookies may impact your user experience on our Site. However, you maintain control over your cookie settings and can adjust your preferences at any time via the cookie settings panel on our website.

Cookie Policy updates

This Cookie Policy is developed according to the General Data Protection Regulation, other applicable privacy laws, and best privacy practices.

Existing laws and requirements for processing personal data are subject to change. In this case, we will publish a new version of the Cookie Policy on the Website.

If there are material changes to the Cookie Policy or the Website that affect your data privacy rights, we will notify you by displaying information on the Website and, if necessary, ask for your consent.

Contact Us

If you have any questions regarding our use of cookies or this Cookie Policy, please contact us at hello@careerum.com.