Ludo AI Cookie Policy

Last updated: March 1, 2024

This Cookie Policy applies to Ludo AI ("***Ludo AI***", "*we*", "*our*" or "*us*"). Like most businesses, we employ "cookies" or similar technologies. This Cookie Policy tells you about the use of cookies and similar technologies on our websites and mobile applications which link to this Cookie Policy (collectively, the "***Sites***").

When you first access our Sites from certain jurisdictions, you will receive a message advising you that cookies and similar technologies are in use. By clicking "accept", closing the message, or continuing to browse the Site, you signify that you understand and agree to the use of these technologies, as described in this Cookie Policy.

You do not have to accept cookies and consent can be withdrawn at any time (see How to Control Cookies, below). You can change your browser settings to refuse or restrict cookies, and you may delete them after they have been placed on your device at any time. If you do not accept or delete our cookies, some areas of our Sites that you access may take more time to work, or may not function properly.

What are cookies?
Cookies are small files containing a string of characters which we may store on your computer or mobile device when you visit one of our Sites. When you visit the Sites again, the cookies allow us to recognize your browser. Cookies may store your preferences and other information but cannot read data off your hard disk or read cookie files created by other Sites.

Cookies set by a website owner (in this case, Ludo AI) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the Sites (i.e., advertising, social media functions and analytics).

The Cookies We Use
Cookies make the use of our Sites easier by, among other things, saving your preferences. We may also use cookies to deliver content tailored to your interests. Our cookies may enable us to relate your use of our Sites to Personal Data that you previously submitted.

The information that we collect with cookies allows us to statistically analyze usage of our Sites, and to improve and customize our content and other offerings.

The specific types of first party and third party cookies placed by our Sites and the purposes they perform are described in the table below:

Type of Cookies	Who serves these cookies	How to Refuse
Strictly Necessary Cookies These are cookies that are required for the operation of our Sites. They include, for example, cookies that enable you to log into secure areas of our Sites, use a shopping cart or make use of e-billing services.	- Ludo AI	These cookies are strictly necessary to deliver the Sites and therefore cannot be refused. They can be deleted or blocked using your browser settings, however (see How to Control Cookies, below).
Statistics Cookies Also known as "performance cookies," these cookies collect information about how you use a website, like which pages you visited and which links you clicked on.	- Hotjar - Google Analytics - Hubspot	They can be deleted or blocked using your browser settings (see How to Control Cookies, below).

Statistics Cookies

You do not have to accept cookies and consent can be withdrawn at any time. You can do this by activating the settings on your browser that allows you to refuse all or some cookies.

Hotjar

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

For further details, please see the 'about Hotjar' section of *Hotjar's support site*.

Google Analytics

We use Google Analytics on our sites in order to collect and analyze information about the use of our services and report on activities and trends. Google Analytics writes cookies to your device. You can learn about Google's practices on the Google website.

Hubspot

We use HubSpot for different purposes. Hubspot is an integrated software solution that we use to cover different aspects of our online marketing. This includes, among others:

Email marketing, social media publishing & reporting, reporting, contact management, landing pages and contact forms. Some user information is stored on the servers of HubSpot. All information collected by us is subject to this data privacy policy. We use all information collected exclusively for optimizing our marketing measures.

More information about the Privacy Policy can be found here.
More information about Hubspots regarding the EU-Data Protection Regulations can be found here.

More Information about HubSpots Cookies can be found here and here.

How to Control Cookies

You do not have to accept cookies and consent can be withdrawn at any time, although you may not be able to use certain features on the Sites. You can do this by activating the settings on your browser that allows you to refuse all or some cookies

Please follow the links below to helpful information for the most popular browsers:

- Microsoft Internet Explorer:
  https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies

- Google Chrome:
  https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en

- Mozilla Firefox:
  https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences

- Apple Safari:
  https://support.apple.com/kb/PH21411?locale=en_US

In addition, you can exercise advertising cookie choices by visiting:

- http://www.aboutads.info/choices/,

- http://www.networkadvertising.org/choices/; or

- http://youronlinechoices.com/.

Changes and Questions

Any changes we make to our Cookie Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to this Cookie Policy.

If you have questions or concerns about Ludo AI's Cookie Policy, please contact privacy@ludo.ai