

## COOKIES POLICY

Last update: 17th day of February, 2025

This Cookies Policy governs your use of the located at [www.10101.art](http://www.10101.art) website (the "Website").

Our Website uses cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website. By continuing to use our Website, you agree to our use of cookies.

Any questions or concerns relating to the use of cookies by our websites and the processing of personal data obtained through their use may be directed to: [info@10101.art](mailto:info@10101.art)

### 1. Cookies – What are They and How Do We Use Them?

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

The Website uses cookies to recognize you and your preferences, enhance the performance of our website, and collect analytical information for the benefit of your experience. The term cookies include similar technologies for collecting and storing information, such as Local Shared Objects (commonly referred to as "flash cookies") and web beacons or web bugs (including transparent or clear gifs).

Session cookies allow us to track your actions during a single browser session, for example, to remember the items returned from a search. They do not remain on your device beyond your session.

Persistent cookies remain on your device between sessions and allow us to authenticate you and to remember your preferences.

The table below explains the types of cookies we use on our websites and why we use them.

Category of cookies	Why do we use these cookies
Strictly Necessary	These cookies are essential for websites on our services to perform their basic functions. These include those required to allow registered users to authenticate and perform account-related functions.
Functionality	These are used to recognize you when you return to the Website or when you have logged into the Website already. This enables us to personalize our content for you, greet you by name, and remember your preferences. For example, for Website Language settings - to keep the same language during usage of website or app.

Analytics and Performance	They allow us to recognize and count the number of visitors, track views of content, and to see how users move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are finding what they are looking for easily.
Marketing	These cookies collect and analyze data on user acquisition sources, including referral links, advertisements, and marketing campaigns. They enable us to assess the effectiveness of our marketing efforts, track user journeys from external platforms, and enhance our referral programs by attributing conversions to the appropriate channels.
Targeting/ Advertising	These cookies record your visit to the Website, the pages you have visited, and the links you have followed. We will use this information to make the Website more relevant to your interests. We may also share this information with third parties for this purpose. For example, we use Google Analytics which uses cookies and similar technologies, to collect and analyze information about the use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources.
Third Party / Embedded Content	These include social media Websites such as Facebook and Twitter (through the use of sharing buttons), or embedded content. As a result, cookies may be set by these third parties, and used by them to track your online activity. We have no direct control over the information that is collected by these cookies.

## Cookies We Place

Cookie Name	Category	Purpose	Storage Duration
ref	Analytics/Marketing	Records where the user came from, used for referral programs and analytics.	Session-based
distinct_id	Analytical	Tracks user interaction with the site.	Session-based

From time to time, we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features, these cookies may be used to ensure that you receive a consistent experience whilst on the site whilst ensure we understand which optimizations our users appreciate the most.

## 2. Managing Cookies

You may choose to change your cookie preferences by clicking on the “Customise Cookies” link. You may not disable any cookies that are strictly necessary through our website.

If you wish to opt out of all cookies (including necessary cookies), and delete any cookies which have already been placed for this website and any other website, you can do this through your browser settings. Your browser's 'help' function will tell you how to do this. However, please remember that cookies are often used to enable and improve certain functions on our website. If you choose to switch certain cookies off, it is likely to affect how

our website works. Please note that by deleting or blocking cookies that are strictly necessary for the performance of our website, it may not function correctly and you may not be able to access certain areas of the website.

### 3. Third-Party Cookies

Where we work with third-party vendors and they have access to personal data collected via cookies on our website, they are subject to appropriate contractual safeguards in line with the requirements of the GDPR.

The following third-party services use cookies on our website:

- **Mixpanel** – Collects analytics about user behavior.
- **Google Accounts** – Used for sign-in via Google.
- **Google Analytics** – Analyzes traffic and user behavior.
- **Sentry** – Tracks errors on the site.
- **Google PAP (Recaptcha)** – Protects authorization and is set by Google.
- **Facebook Pixel** – Collects data for Facebook advertising.
- **Hotjar** – Analyzes user movement and behavior on the site.

Optional:

- **MetaMask** – While MetaMask itself may set cookies, it is a browser plugin and not a service directly controlled by our site.

### 4. Google Analytics

Our website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics works using cookies. Google Analytics cookies collect your IP address; however, because IP anonymization is used on this website, your IP address will be shortened (and therefore anonymized) as soon as technically possible and before it is stored or otherwise used in connection with Google Analytics.

We use the information collected by Google Analytics cookies to find out about how visitors use our website. Google will not combine the IP address sent by your browser in connection with Google Analytics with other data. You can prevent Google Analytics cookies from being stored by setting your browser software accordingly. You can also opt out of Google Analytics by downloading and installing the browser plug-in available at [google.com](https://www.google.com/ads/preferences/).

### 5. Links to Other Sites

The Website's website may contain links to other sites that are not owned or controlled by the Website. Please be aware that the Website is not responsible for the privacy or security practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of every web site that collects personally identifiable information. In addition, the Website's website contains links to sites of the Website's affiliates based outside of the EU, or the jurisdictions with adequate level of data protection.

### 6. Other Information

Retention of data

We retain personal data collected using cookies needed for personalized services where you have consented to the use of cookies for those purposes. You can read more about how we process personal data generally by taking a look at our Privacy Policy.

### Websites

We're changing the way we set cookies on the Website we manage. This means that some of our websites may ask you to accept cookies again, or they may not yet be able to fully respect your preferences.

If we change the cookies we use, we will update this Cookies Policy. We reserve the right to make changes to our Cookies Policy from time to time. You always can find the latest version of this Cookies Policy on our website.

## **7. Your rights**

By using our Website, you acknowledge that you have read and understood your rights regarding cookies as outlined in this Cookies Policy, and the rights are set out in our Privacy Policy, which you can find on the Website. If you have any questions or require further information, please contact us by e-mail at [info@10101.art](mailto:info@10101.art)