

Effective date: February 12th, 2024

# COOKIE POLICY OF NOVAKID

## 1. INTRODUCTION

The present cookie policy, an integral part of the [General Terms and Conditions](#) and [Privacy Policy](#) of Novakid Inc., (hereinafter: “**Cookie Policy**”) describes how Novakid uses cookies and similar technologies on the [www.novakidschool.com](http://www.novakidschool.com) site and all of its subdomains and subsites (including the individual language sites: [novakidschool.com/ae/](http://novakidschool.com/ae/), [novakidschool.com/ar/](http://novakidschool.com/ar/), [novakidschool.com/arab/](http://novakidschool.com/arab/), [novakidschool.com/am/](http://novakidschool.com/am/), [novakidschool.com/br/](http://novakidschool.com/br/), [novakidschool.com/ch/](http://novakidschool.com/ch/), [novakidschool.com/cl/](http://novakidschool.com/cl/), [novakidschool.com/cn/](http://novakidschool.com/cn/), [novakidschool.com/co/](http://novakidschool.com/co/), [novakid.com/cz/](http://novakid.com/cz/), [novakidschool.com/dk/](http://novakidschool.com/dk/), [novakid.de/](http://novakid.de/), [novakidschool.com/ee/](http://novakidschool.com/ee/), [novakid.es/](http://novakid.es/), [novakidschool.com/fi/](http://novakidschool.com/fi/), [novakid.fr/](http://novakid.fr/), [novakidschool.com/gr/](http://novakidschool.com/gr/), [novakidschool.com/hk/](http://novakidschool.com/hk/), [novakid.hu/](http://novakid.hu/), [novakidschool.com/hr/](http://novakidschool.com/hr/), [novakid.id/](http://novakid.id/), [novakid.co.il/](http://novakid.co.il/), [novakid.co.il/he-en/](http://novakid.co.il/he-en/), [novakidschool.com/in-en/](http://novakidschool.com/in-en/), [in.novakidschool.com](http://in.novakidschool.com), [novakid.it/](http://novakid.it/), [novakid.jp/](http://novakid.jp/), [novakidschool.com/kz/](http://novakidschool.com/kz/), [novakidschool.com/kz-ru/](http://novakidschool.com/kz-ru/), [novakid.co.kr/](http://novakid.co.kr/), [novakidschool.com/lt/](http://novakidschool.com/lt/), [novakidschool.com/lv/](http://novakidschool.com/lv/), [novakidschool.com/mx/](http://novakidschool.com/mx/), [novakid.my/](http://novakid.my/), [novakidschool.com/nl/](http://novakidschool.com/nl/), [novakidschool.com/no/](http://novakidschool.com/no/), [novakid.pl/](http://novakid.pl/), [novakidschool.com/pt/](http://novakidschool.com/pt/), [novakid.ro/](http://novakid.ro/), [novakid.ru/](http://novakid.ru/), [novakidschool.com/ru-global/](http://novakidschool.com/ru-global/), [novakidschool.com/sa/](http://novakidschool.com/sa/), [novakidschool.com/se/](http://novakidschool.com/se/), [novakidschool.com/si/](http://novakidschool.com/si/), [novakidschool.com/sk/](http://novakidschool.com/sk/), [novakid.com.tr/](http://novakid.com.tr/), [novakidschool.com/tw/](http://novakidschool.com/tw/) to provide, customize, assess, enhance, promote, and protect our services. Please note that terms not described in this Cookie Policy have the similar meaning as defined in the General Terms and Conditions and Privacy Policy of Novakid. If you have any questions do not hesitate to contact us at [policy@novakidschool.com](mailto:policy@novakidschool.com).

## 2. WHAT IS A COOKIE?

Cookie is a file, which is sent to the device of the user when the user visits the Website. Novakid can access the cookie again when the user visits the Website on a further occasion, in order to facilitate navigation on the internet or transactions, or to access information about user behaviour. It is sent to your browser and stored on your device's hard drive. When you visit our Website, we may collect information from you automatically through cookies.

## 3. WHAT TYPES OF COOKIES DO WE USE?

**Strictly Necessary Cookies.** These cookies are essential for the Website to work properly and cannot be turned off. They help us to make sure that our Website is secure and that you can use all its features.

In line with Article 5(3) of the ePrivacy Directive (Privacy and Electronic Communications Directive 2002/58/EC on Privacy and Electronic Communications), consent is not required for technical storage or access of the following cookies:

- cookies used for the sole purpose of carrying out the transmission of a communication,
- cookies that are strictly necessary in order for the provider of an information society service explicitly required by the user to provide the Services.

a. **Advertising Cookies.** These cookies help us to show you relevant advertisements from our trusted partners based on your past use of our Website.

b. **Analytics Cookies.** These cookies help us to understand how people use our Website. This information allows our team to improve our Website and make it more user-friendly.

c. **Personalisation Cookies.** These cookies help us to show content that is suited to you, including offers, based on your previous use of our Website.

#### 4. LIST OF COOKIES WE USE

##### a. Strictly Necessary Cookies

Service provider name	Cookie name	Description	Expiry
novakidschool.com	intercom-state	Allows the Website to recognize the visitor in order to optimize the chat-box functionality.	7 days
novakidschool.com	SESS#	Preservers user states across page requests.	7 hours
Yandex Metrica novakidschool.com	_ym_visorc	Allows Session Replay to function correctly	1 hour
www.novakidschool.com	__stripe_mid	Fraud prevention cookies, and similar technologies that we deploy through our Site, help us learn things about computers and web browsers used to access Stripe Services. This information helps us monitor for and detect potentially harmful or illegal use of our Services.	1 year
school.novakidschool.com	__stripe_mid	Fraud prevention cookies, and similar technologies that we deploy through our Site, help us learn things about computers and web browsers used to access Stripe Services. This information helps us monitor for and detect potentially harmful or illegal use of our Services.	1 year

## b. Analytics Cookies

Service provider name	Cookie name	Description	Expiry
Google novakidschool.com	_dc_gtm_UA-#	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	1 day
Google novakidschool.com	_ga; _gid; _gat;	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	_ga: 2 years; _gid: 1 day; _gat: 1 day;
novakidschool.com	collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	13 month
Yandex novakidschool.com	_ym_d (RU only)	Contains the date of the visitor's first visitor's first visit to the website.	1 year
Yandex novakidschool.com	_ym_isad (RU only)	This cookie is used to determine if the visitor has any adblocker software in their browser.	1 day
Yandex novakidschool.com	_ym_uid (RU only)	This cookie is used to collect non-personal information on the visitor's	1 year

		Website behavior and non-personal visitor statistics.	
novakidschool.com	referrer	Stores data on which Websites the user has visited.	29 days
novakidschool.com	tmr_reqNum	A local cookie containing the number of requests sent to the server. Can be used to estimate transmission loss.	1 year
novakidschool.com	tmr_reqNum	A local cookie containing the number of requests sent to the server. Can be used to estimate transmission loss.	1 year
Google novakidschool.com	_gcl_au	It's the first party cookie for "Conversion Linker" functionality - it takes information in ad clicks and stores it in a first-party cookie so that conversions can be attributed outside the landing page.	3 months
novakidschool.com	tmr_lvidTS	Local cookie, contains the timestamp for generating the cookie tmr_lvid	1 year
novakidschool.com	tmr_lvid	Local cookie, visitor's identifier on the website side. It is used to provide the functionality of the getClientID method, cache the issuance of VID cookies, as well as to calculate the audience size for browsers that do not support 3-party cookies	1 year
Yandex	_ym_isad (Only RU)	Determines whether a user has ad blockers	1 day

novakidschool.com			
www.novakidschool.com	utm_data	Used to understand Ads effective	3 months
www.novakidschool.com	initial_page	Used to understand which page be a referrer	30 days
www.novakidschool.com	referrer	Stores data on which Websites the user has visited.	30 days
yandex.ru	yandexuid (RU only)	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	1 year
yandex.ru	ymex (RU only)	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	1 year
Yandex Metrica novakidschool.com	_ym_metrika_enabled	This cookie is used to collect data on the visitor's behaviour on the Website. This information can be used to assign the visitor segment, based on common preferences.	1 day
novakidschool.com	metrika_enabled	Used to track visitors on multiple websites in order to present relevant advertisement based on the visitor's preferences.	1 day
novakidschool.com	_gaexp	Cookies beginning with __utm and _ga originate from Google Analytics and are	2 months

		used to keep a record of visitor statistics.	
Google school.novakidschool.com	tmr_detect	These cookies are used by Google services to collect information that allows us to serve our advertisements on properties that are part of the Google Display Network.	1 days
novakidschool.com	fingerprint	Uniq anon user id, use for all metrics	1 year
novakidschool.com	n_kestem_d	This cookie use for storage data about experiments for event_metrics, action's name visitor_experimens	1 year
novakidschool.com	promo_code	This cookie use for storage promo code,this value send when create trial user	1 year
novakidschool.com	utm_data	User query params like "admitad_uid", "ga_", "irclickid", "irgwc" utm_* use to remember where the user came from, value send when create trial user	1 year
yandex.ru	i (RU only)	Used for identifying Website users.	1 year
yandex.ru	yabs-sid (RU only)	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	Session

yandex.ru	yuidss (RU only)	Registers data on visitor's website-behaviour. This is used for internal analysis and website optimization.	1 year
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### c. Personalisation Cookies

Service provider name	Cookie name	Description	Expiry
Intercomnovakidschool.com	intercom-session	Allows users to access their conversations and have data communicated on logged out pages for 1 week.	7 days
Intercomnovakidschool.com	intercom-id	Allows visitors to see any conversations they've had on Intercom websites.	1 year
trustpilot.com	TrustboxSplitTest	These Trustpilot cookies are used to show our reviews and scores to users.	3 months
trustpilot.com	amplitude_id	These Trustpilot cookies are used to show our reviews and scores to users.	10 years
trustpilot.com	OptanonConsent	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
trustpilot.com	__auc	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
trustpilot.com	TrustboxSplitTest	These Trustpilot cookies are used to show our reviews and scores to users.	3 months
trustpilot.com	TP.uuid	These Trustpilot cookies are used to show our reviews and scores to users.	11 months



Bloomreach	__exponea_etc —	To store a unique user ID	3 years
Bloomreach	__exponea_time2__	To provide timezone	1 hour
trustpilot.com	ajs_anonymous_id	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
trustpilot.com	OptanonAlertBoxClosed	These Trustpilot cookies are used to show our reviews and scores to users.	1 year
novakidschool.com	lead_event_statuses	Information about sending metrics status, Lead step	1 year
novakidschool.com	locale	Information about the chosen locale, usually used in case the user decided to change it via the header locale switcher.	1 year
novakidschool.com	currency	Information about the chosen currency, usually used in case the user decided to change it via the header currency switcher.	1 year

#### d. Advertising Cookies

Service provider name	Cookie name	Description	Expiry
Facebooknovakidschool.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
Googlenovakidschool.com	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
google.com	__Secure-3PA PISID	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	2 years
google.com	SAPISID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	APISID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	SSID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years

google.com	HSID	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 years
google.com	1P_JAR	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	29 days
novakidschool.com	cto_bundle	Criteo, to provide functions across pages	13 months
TikTok novakidschool.com	_ttp	To measure and improve the performance of our advertising campaigns and to personalize the user's experience (including ads) on TikTok.	13 months
TikToknovakidschool.com	_tt_enable_cookie	TikTok to market ourselves using the TikTok cookie that collects data about behavior and activities on our website and to measure the effect of our advertising. This tracking is used to evaluate and measure how different campaigns and marketing strategies perform on TikTok. Used to identify a visitor	1 year

facebook.com	fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
doubleclick.net	test_cookie	Used to check if the user's browser supports cookies.	1 day
google.com	SID	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years
google.com	__Secure-3P SID	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years
google.com	NID	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	1 year
google.com	__Secure-3P SIDCC	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	1 year

## 5. WHAT DO WE DO WITH INFORMATION WE COLLECT?

### 5.1 Strictly Necessary Cookies

We use the information we collect to:

- verify the user's account during the session;

- remember the choices made on the Website;
- avoid fraudulent access to the user account;
- provide Chatting services;
- process card payments.

## **5.2 Analytics Cookies**

We use the information we collect to:

- monitor aggregate usage metrics such as total number of visitors and pages viewed;
- analyze visitor's use of the Website to provide the best functionality of our Website and Services;
- help Novakid to improve its Services.

## **5.3 Personalisation Cookies**

We use the information we collect to:

- identify your interests in order to offer you content that suits your preferences;
- remember your information so that you will not have to re-enter it during your visit or the next time you visit the Website;
- inform visitors about current promotions based on their previous use of the Website.

## **5.4 Advertising Cookies**

We use the information we collect to:

- show custom, personalized advertisements;
- monitor and evaluate the effectiveness of the advertisement or our marketing campaigns;
- ensure that advertisement is properly displayed

## **6. OPTING IN**

By entering our Website, users can actively check their desired preferences on the pop-up window about the cookies we use in the future.

The cookies are grouped into four intelligible categories, that the user may check or uncheck, depending on their preferences. Strictly Necessary Cookies cannot be unchecked and refused, because they are whitelisted and are necessary for our Website to function properly.

## **7. OPTING OUT**

You can set your browser to not accept cookies, but this may negatively impact your experience with the Website and some parts of it may no longer be fully accessible. Please visit the following links to find out how you to change your cookie and advertisement settings:

- <http://www.aboutcookies.org/>
- <https://tools.google.com/dlpage/gaoptout>
- <http://optout.aboutads.info/>
- <http://www.youronlinechoices.com/uk/your-ad-choices>

## **8. THIRD PARTY / EMBEDDED CONTENT**

The Website uses different third-party applications and services to enhance users' experience. This includes but is not limited to social media platforms, advertising services. As a result, cookies may be determined by such third parties and used by them to track your online activity. Please note that Novakid has no direct control over information collected by these cookies. To get more information on the cookies used by such third party through the embedded content, we recommend you to review the privacy policy and terms of use of this third party listed below:

Third Party	Description	Privacy Policy
MailRu Counter	We use MailRu Counter to have the actual information about our ad conversion rates	<a href="https://help.mail.ru/legal/terms/top/pp">https://help.mail.ru/legal/terms/top/pp</a>
VK Pixel	We use VK Pixel to have the actual information about our ad conversion rates	<a href="https://help.mail.ru/legal/terms/adsvk/privacy">https://help.mail.ru/legal/terms/adsvk/privacy</a>
Smartlook	We use Smartlook to help record user's sessions on the Website	<a href="https://help.smartlook.com/docs/privacy-policy">https://help.smartlook.com/docs/privacy-policy</a>

## 9. MODIFICATIONS TO THIS POLICY

Novakid reserves the right to make changes in this Cookie Policy. We will post the modified version on the Website. So please review it from time to time.

**Previous version:** [September 30th, 2021](#)