

# Cookie Policy

If you want to learn more about the use of cookies from the Vouty's website: <https://vouty.io> you are in the right place. Next, we will explain what cookies are exactly; what types of cookies are used and what for, and how you can exert your right to configure your browser and reject the use of any of them.

You should know that if you decide not to use some cookies, this website may not work seamlessly, thus impairing your user experience.

## WHAT'S A COOKIE?

A cookie is a text file that is downloaded to your computer when you access certain web pages or blogs.

Cookies allow this page, among other things, to store and retrieve information about your browsing habits or those of your staff, and according to the information it contains and the way you use your computer, may be used to recognize you.

The user's browser stores cookies on the hard drive, only during the current session, occupying a minimum memory space that is not detrimental to the computer. Cookies do not contain any specific personal information, and most of it is deleted from your hard drive when you close your browser session (called session cookies).

Most browsers accept cookies as default and, independently, allow or prevent temporary or memorized security settings.

Cookies are associated with the browser, not the person, which is why they do not usually store sensitive information about you such as credit cards or bank details, photographs, personal information and so on.

The data they store are technical, statistical, personal preferences, content customization.

## COOKIES ACCEPTANCE: CURRENT REGULATIONS

When you access this website, and in accordance with current regulations on data protection, we inform you of the use of cookies, giving you the option to expressly accept and access more information through this Cookies Policy.

You should know that if you continue browsing, you are giving your consent to the use of cookies. But at any time, you can change your mind and block their use through your browser.

For your complete security, this website complies with the requirements of current legislation in relation to the use of cookies and your personal data:

- [General Provision of Personal Data Protection](#) (recently approved bill based on European law)
- [Brazilian Act No. 12.965, 2014](#)
- [GDPR \(Regulation \(EU\) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals\)](#) which is the new European Union legislation unifying the regulation of the processing of personal data in different EU countries.

This Cookies Policy may be changed at any time to adapt to new legislation or any changes in our operations, and the policy that is published on the website is in force at any time. In case of any changes, we will notify you on the website.

## **TYPES OF COOKIES**

In order to offer a better user experience, to obtain analytical data, to store and retrieve information about your browsing habits or those of your team and to develop its business, Vouty's website uses its own cookies and those from third parties.

What types of cookies are used on this website?

### **Technical Cookies**

These are the ones that allow the user to navigate through a web page, platform or application and use the different options or services therein, such as, for example, controlling traffic and data communication, identifying the session, accessing restricted access parts, remembering the elements that make up an order, carrying out the process of placing an order, registering or participating in an event, using security items during navigation, storing content for video or sound distribution or sharing content through social media.

### **Customization Cookies**

They are the ones that allow the user to access the service, with some general characteristics pre-defined according to a series of criteria, in which the user's terminal, for instance, would be the language, the type of browser through which the service is accessed, the location from which the service is accessed, etc.

### **Analysis Cookies**

They are the ones that are well treated by us or by third parties, allow us to quantify the number of users, and thus, perform the measurement and statistical analysis of the use that users make of the service being offered. For this purpose, it analyzes your navigation on our site, in order to improve the range of products or services we offer you.

### **Advertising Cookies**

They are the ones that are well treated by us or by third parties, enabling us to manage as effectively as possible the provision of advertising space on the website, adapting the content of the ad to the content of the service requested or the use that is being made of our web page. To this end, we can analyze your browsing habits on the Internet and we can show you advertising related to your browsing profile.

### **Behavioral advertising cookies**

They are the ones that allow the most efficient management of the advertising spaces that, in your case, the publisher has included in a web page, application or platform from which it provides the requested service.

These cookies store information on users' behavior, obtained through the continuous observation of their browsing habits, which allows them to develop a specific profile to display advertising on this basis.

## Third-party cookies

This website, Vouty: <https://vouty.io>, may use third-party services that, on behalf of Google, collect information for statistical purposes, user use of the website and for the provision of other services related to this website activities and other Internet services.

This website, like most websites and blogs, includes features that are provided by third parties.

Please note that much of our work consists of testing the features and resources of third parties (analysis software, plugins, SEO tools, etc.) to analyze them and then explain to them our findings and experiences (also to provide a better user experience), and this may occasionally modify the setting of cookies and that are not detailed in this policy.

It is important that you know that these are temporary cookies that are not always possible to inform and that have only purposes of study, evaluation and provide new features.

Under no circumstances will cookies be used that undermine your privacy.

Among the more stable third-party cookies that could be installed by browsing Vouty's website are:

### Email Marketing Cookies

We use MailChimp for email marketing service. MailChimp uses its own and third-party cookies to identify the pages visited, registered, in order to fully provide its services.

MailChimp installs a JavaScript tracking fragment ("Snippet") on our site. This snippet allows you to set cookies, pixels and other technologies to ease the use of certain automations, features and functionality offered by MailChimp such as sending emails.

To learn more about MailChimp's cookie policy visit the following url:

<https://mailchimp.com/legal/cookies/>.

### Social Media Cookies

Social networking cookies may be stored on your browser while you browse the site, for example, when you use the share button to share a Vouty's article on a social network.

The companies that generate these cookies corresponding to the social networks that use this website have their own cookie policies:

- **Twitter**, as per [Privacy policy and use of cookies](#).
- **Pinterest**, as per [Privacy policy and use of cookies](#).
- **LinkedIn**, as per [Cookies policy](#).
- **Facebook**, as per [Cookies policy](#).
- **YouTube**, as per [Política de cookies](#).
- **Instagram**, as per [Cookies policy](#).

Thus, the privacy implications will be dependent on each social media network and depend on the privacy setting you have on that particular social media.

Under no circumstances, neither Vouty Technology, as the owner of this site, Vouty, nor advertisers, can we obtain personally identifiable information from cookies.

## Google Analytics Cookies

In particular, this website uses Google Analytics, a web analytics service provided by Google, Inc. based in the United States, with headquarters at 1600 Amphitheatre Parkway, Mountain View, ca 94043.

In order to provide these services, Google uses cookies that collect information, including the **user's IP address**, which will be transmitted, processed and stored by Google under the terms set out on the Google.com website. This includes the possible transmission of such information to third parties for reasons of legal requirement or when these third parties process the information on behalf of Google.

To see the type of cookie used by Google, in addition to the Google+ and Google Maps cookie in the url below:

- <https://policies.google.com/technologies/types?hl=pt-br>

## MANAGE AND REFUSE THE USE OF COOKIES

At any time, you can adapt your browser settings to manage, reject the use of cookies, and be notified before they are downloaded.

You can also adapt your browser settings to refuse all cookies, or only third-party cookies. And you can also remove any of the cookies that are already on your computer.

To do this, you should keep in mind that you will have to separately adapt the configuration of each browser and computer that you use since, as already mentioned earlier, cookies are associated with the browser, not the person.

- **Google Chrome** <https://support.google.com/chrome/answer/95647?hl=pt-BR>
- **Internet Explorer**  
<https://support.microsoft.com/pt-br/help/17442/windows-internet-explorer-delete-manage-cookies#ie=ie-10>
- **Mozilla Firefox**  
<https://support.mozilla.org/pt-BR/kb/ative-e-desative-os-cookies-que-os-sites-usam>
- **Apple Safari** <https://support.apple.com/pt-br/HT201265>

## Further information on cookies

You can read the regulation on the use of cookies and obtain more information at:

<http://www.aboutcookies.org/>.

And if you want to have greater control over the installation of cookies, you can install programs or plug-ins in your browser, known as "Do Not Track" tools, which allow you to choose the cookies you want to allow.

We hope this cookie policy has been helpful, and if you have any questions just contact us.

If you have any questions about this Cookies Policy, you can contact Vouty at

<https://vouty.io> or by sending an email to [contact@vouty.io](mailto:contact@vouty.io)

