

COOKIES POLICY

Our Websites use cookies to improve your browsing experience.

The data controller is **L.F. Investment Limited** (the “**Company**”). Detailed information about the processing of personal data, including your rights, can be found in our Privacy Policy, [here](#).

Websites use cookies to distinguish you from other users of our website. This helps Company to provide you with a good experience when you browse our website and also allows us to improve Websites.

A cookie is a small text file that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer’s hard drive. The information is used for the purpose of optimizing the services provided through Company websites, including related websites specified below, subpages and links (herein as „**Websites**“).

Some cookies are absolutely necessary to enable you to move around our Website and use its features. Without these cookies, essential security features cannot be activated and services you have asked for cannot be provided. Each Website may send its own cookies to your browser if your browser settings allow it.

Our Websites have enabled Google Consent Mode to ensure that user consent to the use of cookies and to the processing of user’s personal data may be passed to Google in specific cases (particularly for marketing purposes). This ensures that Google products (e.g., Google Analytics, Google Ads) correctly adjust their behaviour according to the user’s cookie preferences, depending on whether the relevant cookies have been allowed or denied.

Please note that by allowing the use of cookies for marketing purposes you consent not only to the collection and processing of your data for marketing-related reasons but also to the use of such data by Google’s various instruments across different platforms. Additionally, your phone number and/or e-mail address may be collected and processed based on this consent.

You can delete the cookies in your browser - usually located in the "History" of the visited pages. You can set your cookie processing settings and individual consents as well as withdraw your consent at any time, by using the cookie settings on our Website.

COOKIES CLASSIFICATION:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Website. They include, for example, cookies that enable you to log into secure areas of the Website, use a credit card or make use of e-billing services. Technical cookies cannot be disabled because without them Website would not function properly.
- **Functionality/Preferences cookies.** These are used to recognize you when you return to the Website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Analytical/Performance/Statistics cookies.** They allow the Company to recognize and count the number of visitors and to see how visitors move around the Website when they are using it. This helps the Company to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Marketing/Targeting cookies.** These cookies record your visit to the Website, the pages you have visited and the links you have followed. The Company shall use this information to make the Website and the advertising displayed on it more relevant to your interests. The Company may also share this information with third parties for this purpose.



- **Other/Unclassified.** Cookies of supportive nature having its respective purpose in connection with class of cookies defined above.

Specification of particular cookies types is defined below.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which the Company has no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You may 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 list of cookies used by the Company's Websites is divided into two parts – part A) listing cookies that may be found on <https://www.purple-trading.com/> (including its subpages) and part B) listing cookies to be found on <https://zone.purple-trading.com/> (including its subpages). As both of the domains are functionally related, some cookies may be used by both of them, other ones are unique for each of the respective domains. See the summaries below for details.

A) Cookies used by *purple-trading.com*

| Cookie | Domain/ Provider | Type | Description | Duration |
|------------------|---------------------|-----------|---|------------|
| ajs_anonymous_id | cdn.segment.com | Necessary | This cookie is set by Segment.io to check the number of new and returning visitors to the website. | persistent |
| ajs_user_id | cdn.segment.com | Necessary | The cookie is set by Segment.io and is used to analyze how you use the website. | persistent |
| test_cookie | doubleclick.net | Necessary | The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies. | 1 day |
| __cf_bm | hubspot.com | Necessary | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | 1 day |
| _cfuid | hubspot.com | Necessary | This cookie is a part of the services provided by Cloudflare - including load-balancing, deliverance of website content and serving DNS connection for website operators. | session |
| bcookie | linkedin.com | Necessary | LinkedIn sets this cookie from LinkedIn | 1 year |



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|-------------------|--------------------|-----------|--|----------|
| | | | share buttons and ad tags to recognize browser ID. | |
| ID | my.rtmark.net | Necessary | Preserves the visitor's session state across page requests. | 1 year |
| __hssc | purple-trading.com | Necessary | Identifies if the cookie data needs to be updated in the visitor's browser. | 1 day |
| __hsrc | purple-trading.com | Necessary | Used to recognize the visitor's browser upon re-entry on the website. | session |
| __hstc | purple-trading.com | Necessary | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | 180 days |
| _ga | purple-trading.com | Necessary | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 years |
| ajs_anonymous_id | purple-trading.com | Necessary | This cookie is used to identify a specific visitor - this information is used to identify the number of specific visitors on a website. | 1 year |
| hubspotutk | purple-trading.com | Necessary | This cookie is used by HubSpot to keep track of the visitors to the website. This cookie is passed to Hubspot on form submission and used when deduplicating contacts. | 180 days |
| ib-code | purple-trading.com | Necessary | Cookie is used to determine to user's referrer. | 2 months |
| ASP.NET_SessionId | purple-trading.com | Necessary | Preserves the visitor's session state across page requests. Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit. | session |
| CookieConsent | purple-trading.com | Necessary | Stores the user's cookie consent state for the current domain. | 1 year |

| Cookie | Domain/ Provider | Type | Description | Duration |
|--------|------------------|------|-------------|----------|
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|---------------------|--------------------|-------------|---|------------|
| om-country | purple-trading.com | Preferences | This cookie is used to determine the preferred country setting selected by the visitor. | persistent |
| lidc | linkedin.com | Preferences | Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience. | 1 day |
| CMSPreferredCulture | purple-trading.com | Preferences | The cookie determines the preferred language and country-setting of the visitor. This allows the website to show content most relevant to that region and language. | 1 year |
| _fw_crm_v | purple-trading.com | Preferences | Website analytics cookie used by Freshworks (CRM) for visitor information and source. | 1 year |

| Cookie | Domain/Provider | Type | Description | Duration |
|--------------|--------------------|------------|--|------------|
| c.gif | c.clarity.ms | Statistics | Collects data on the user's navigation and behaviour on the website. This is used to compile statistical reports and heatmaps for the website owner. | session |
| AMP_unsent_# | cdn.amplitude.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | persistent |
| __ptq.gif | hubspot.com | Statistics | Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels. | session |
| _clck | purple-trading.com | Statistics | Collects data on the user's navigation and behaviour on the website. This is used to compile statistical reports and heatmaps for the website owner. | 1 year |
| _clsk | purple-trading.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | 1 day |
| _ga_# | purple-trading.com | Statistics | Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit. | 2 years |



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|-----------------------------------|--------------------|------------|---|---------|
| AMP_# | purple-trading.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | 1 year |
| AMP_TLDTES T | purple-trading.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | session |
| SL_C_23361dd 035530_DOMA IN | purple-trading.com | Statistics | Cookie set by Smartlook. Collects data on the user's navigation and behaviour on the website. This is used to compile statistical reports and heatmaps for the website owner. | session |
| SL_C_23361dd 035530_KEY | purple-trading.com | Statistics | Cookie set by Smartlook. Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. | session |
| SL_C_23361dd 035530_SID | purple-trading.com | Statistics | Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. | session |
| SL_C_23361dd 035530_VID | purple-trading.com | Statistics | Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. | session |
| _cltk | clarity.ms | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | session |
| CLID | clarity.ms | Statistics | Identifies the first-time Clarity saw this user on any site using Clarity. | 1 year |
| AMP_TEST | purple-trading.com | Statistics | Cookie set by Amplitude. Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | session |

| Cookie | Domain/ Provider | Type | Description | Duration |
|--------------|---------------------|-----------|------------------------------------|------------|
| OptiMonkShop | purple- | Marketing | Implements pop-up advertisement on | persistent |



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|----------------------------|--------------------|-----------|---|------------|
| Attributes | trading.com | | the website. | |
| OptiMonkVisitorAttributes | purple-trading.com | Marketing | Implements pop-up advertisement on the website. | persistent |
| anj | adnxs.com | Marketing | The anj cookie contains data denoting whether a cookie ID is synced with our partners. | 3 months |
| receive-cookie-deprecation | adnxs.com | Marketing | This cookie is used to identify if a user's browser is in specific test groups within Google Chrome's Privacy Sandbox initiative. Websites must opt-in to use it. | 400 days |
| uuid2 | adnxs.com | Marketing | This cookie contains a unique randomly-generated value that enables the platform to distinguish browsers and devices. | 3 months |
| XANDR_PANID | adnxs.com | Marketing | This cookie registers data on the visitor. The information is used to optimize advertisement relevance. | 3 months |
| _uetsid | bing.com | Marketing | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | persistent |
| _uetsid_exp | bing.com | Marketing | Contains the expiry date for the cookie with corresponding name. | persistent |
| _uetvid | bing.com | Marketing | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | persistent |
| _uetvid_exp | bing.com | Marketing | Contains the expiry date for the cookie with corresponding name. | persistent |
| MR | bing.com | Marketing | Indicates whether to refresh MUID. | 7 days |
| MSPTC | bing.com | Marketing | Cookie set by Microsoft Bing. | 1 year |
| MUID | bing.com | Marketing | Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes. | 1 year |
| SRM_B | bing.com | Marketing | This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website. | 1 year |
| ANONCHK | c.clarity.ms | Marketing | This cookie is used by Microsoft for storing the session ID for a user. This | 1 day |



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|--------------------------|----------------------|-----------|--|------------|
| | | | cookie ensures that clicks from advertisement on the Bing search engine are verified and it is used for reporting purposes and for personalisation. | |
| MR | c.clarity.ms | Marketing | Indicates whether to refresh MUID. | 7 days |
| SM | c.clarity.ms | Marketing | Used in synchronizing the MUID across Microsoft domains. | session |
| retargeting | c.seznam.cz | Marketing | Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting. | session |
| MUID | clarity.ms | Marketing | Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes. | 1 year |
| lastExternalReferrer | connect.facebook.net | Marketing | Detects how the user reached the website by registering their last URL-address. | persistent |
| lastExternalReferrerTime | connect.facebook.net | Marketing | Detects how the user reached the website by registering their last URL-address. | persistent |
| IDE | doubleclick.net | Marketing | Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile. | 1 year |
| ads/ga-audiences | google.com | Marketing | Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. | session |
| pagead/1p-user-list/# | google.com | Marketing | Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral fees between websites. | session |
| li_gc | linkedin.com | Necessary | Used to store consent of guests regarding the use of cookies for non-essential purposes. | 180 days |
| li_sugr | linkedin.com | Marketing | Collects data on user behaviour and | 3 months |



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| | | | interaction in order to optimize the website and make advertisement on the website more relevant. | |
| img.gif | my.rtmark.net | Marketing | Account-Based-Marketing cookie that registers Website visitor data (e.g., IP address) to retarget users presenting same data for business-to-business marketing. | session |
| __tld__ | purple-trading.com | Marketing | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | session |
| _fbp | purple-trading.com | Marketing | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months |
| _gcl_au | purple-trading.com | Marketing | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | 3 months |
| _uetsid | purple-trading.com | Marketing | Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement. This also allows the website to limit the number of times that they are shown the same advertisement. | 1 day |
| _uetvid | purple-trading.com | Marketing | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | 1 year |
| ajs_user_id | purple-trading.com | Marketing | This cookie is used to collect data on the visitor's behaviour on the website. This information can be used to assign the visitor to a visitor segment, based on common preferences. | session |
| sid | seznam.cz | Marketing | Preserves users states across page requests. | 30 days |
| SL_L_23361dd 035530_SID | web- sdk.smartlook.co m | Marketing | Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and | persistent |



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| | | | understand their target groups to enable customized online advertising. | |
| optiMonkClientI d | purple- trading.com | Marketing | This cookie is used to identify the visitor, and it expires in 1 year. | 1 year |
| optiMonkEmbe dded214196 | purple- trading.com | Marketing | Implements pop-up advertisement on the website. | 1 year |
| optiMonkSessio n | purple- trading.com | Marketing | Implements pop-up advertisement on the website. | session |



B) Cookies used by *zone.purple-trading.com*

| Cookie | Domain/ Provider | Type | Description | Duration |
|---------------|-------------------------|-----------|---|----------|
| test_cookie | doubleclick.net | Necessary | The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies. | 1 day |
| __cf_bm | hubspot.com | Necessary | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | 1 day |
| _cfuid | hubspot.com | Necessary | This cookie is a part of the services provided by Cloudflare - including load-balancing, deliverance of website content and serving DNS connection for website operators. | session |
| CookieConsent | zone.purple-trading.com | Necessary | Stores the user's cookie consent state for the current domain. | 1 year |
| notification# | zone.purple-trading.com | Necessary | Cookie for Notification panel that is created via Admin tool. Admin can set expiration and whether the panel is dismissible/repeatable/always visible. | 1 year |

| Cookie | Domain/ Provider | Type | Description | Duration |
|-----------------|-----------------------------------|-------------|---|------------|
| i18nextLng | d3h7n20zlyx7e3.c loudfront.net | Preferences | Determines the preferred language of the visitor. Allows the website to set the preferred language upon the visitor's re-entry. | persistent |
| rememberedEmail | zone.purple-trading.com | Preferences | Autofills email input in login form with user's email address. | persistent |

| Cookie | Domain/ Provider | Type | Description | Duration |
|--------|---------------------|------|-------------|----------|
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| | Provider | | | |
|------------------|-------------------------|------------|---|------------|
| AMP_unsent_# | cdn.amplitude.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | persistent |
| ajs_anonymous_id | cdn.segment.com | Statistics | This cookie is set by Segment.io to check the number of new and returning visitors to the website. | persistent |
| __hssc | purple-trading.com | Statistics | Identifies if the cookie data needs to be updated in the visitor's browser. | 1 day |
| __hsrc | purple-trading.com | Statistics | Used to recognize the visitor's browser upon re-entry on the website. | session |
| __hstc | purple-trading.com | Statistics | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | 180 days |
| ajs_anonymous_id | purple-trading.com | Statistics | This cookie is used to identify a specific visitor - this information is used to identify the number of specific visitors on a website. | 1 year |
| AMP_# | purple-trading.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | 1 year |
| AMP_TLDTES T | purple-trading.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | session |
| hubspotutk | purple-trading.com | Statistics | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | 180 days |
| AMP_TEST | zone.purple-trading.com | Statistics | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | session |
| cookiecookie | zone.purple-trading.com | Statistics | This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site. | session |



| Cookie | Domain/ Provider | Type | Description | Duration |
|--------------------------|-----------------------------------|-----------|--|------------|
| ajs_user_id | cdn.segment.com | Marketing | This cookie is used to collect data on the visitor's behaviour on the website. This information can be used to assign the visitor to a visitor segment, based on common preferences. | persistent |
| lastExternalReferrer | connect.facebook.net | Marketing | Detects how the user reached the website by registering their last URL-address. | persistent |
| lastExternalReferrerTime | connect.facebook.net | Marketing | Detects how the user reached the website by registering their last URL-address. | persistent |
| __anon_id | d3h7n20zlyx7e3.c loudfront.net | Marketing | Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads. | persistent |
| IDE | doubleclick.net | Marketing | Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user. | 1 year |
| ads/ga-audiences | google.com | Marketing | Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across web sites. | session |
| pagead/1p-user-list/# | google.com | Marketing | Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites. | session |
| __ptq.gif | hubspot.com | Marketing | Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels. | session |
| __tld__ | purple-trading.com | Marketing | Used to track visitors on multiple websites, in order to present relevant | session |



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| | | | advertisement based on the visitor's preferences. | |
| _fbp | purple-trading.com | Marketing | This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website. | 3 months |
| _ga | purple-trading.com | Marketing | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 years |
| _ga_# | purple-trading.com | Marketing | Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit. | 2 years |
| _gcl_au | purple-trading.com | Marketing | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | 3 months |
| ajs_user_id | purple-trading.com | Marketing | This cookie is used to collect data on the visitor's behaviour on the website. This information can be used to assign the visitor to a visitor segment, based on common preferences. | session |



Third Party cookies used on <https://www.purple-trading.com/> and <https://zone.purple-trading.com/> websites.

Overview of third parties and data protection agreements.

Adobe

Adform

Meta

Google

Linkedin

Seznam

