

## COOKIE POLICY

*Last updated December 17, 2023*

Welcome to **<https://reboost.ai>**

We're doing business as ARTEL SOLUTIONS doo Beograd ('Company', 'we', 'us', or 'our'), a registered company in Serbia located at Belgrade, Bulevar Mihajla Pupina 10 A-I / 12, floor 4, Belgrade, Serbia 11070.

We operate the website **<https://reboost.ai>** (the 'Site'), that refers to or links to this Cookie policy (the 'Cookie policy').

This Cookie Policy is designed to describe how the Company uses cookies and other similar technologies, as web beacons and pixels, in order to recognise visitors of the Site, provides an overview of technologies, their purpose, and why we use them. Additionally, it outlines your rights regarding the control of our cookies usage. Don't worry - the data accumulated in the cookies, *web beacons* and *pixels* will not be combined with other data and does not enable ARTEL to identify a specific person.

### COOKIES ARE:

Small text files placed on your computer or mobile device. Website owners commonly use cookies to enable the proper functioning and improved efficiency of their websites, as well as to gather reporting information.

When you revisit a website at a later time, the website can access the information stored in cookies. Cookies are essential for ensuring the smooth functioning of various processes on the website. Also cookies enhance the user experience by simplifying the reuse of the website, which can adapt to some extent to specific requirements, provided that visitor uses the same device.

### WHAT COOKIES WE USE:

We use *necessary*, also known as *essential*, *cookies* to make our site operate properly.

With your consent, we may also use *non-essential cookies* to improve user experience and analyze website traffic, measuring our audience, customize and consequently improving the way our website works.

Cookies can be stored on your computer for different periods of time. "Session cookies" are deleted automatically once you close your browser. "Persistent cookies" cookies are kept until a predefined expiration date set in the cookie, which is determined by the third party that placed the cookie. Persistent cookies help recognize your computer when you open your browser and browse the internet again.

“First party cookies” are placed by a website directly and “third-party cookies” are placed by a third-party with a website’s permission to do so. Our Site uses first party cookies and third-party cookies.

Below you may find specific types of cookies on our Site. Please note that the names of cookies, pixels and other technologies may change over time.

| COOKIE NAME  | PROVIDER   | TYPE | EXPIRY   |
|--|------------|------|----------|
| <b>NECESSARY CATEGORY</b>  |            |      |          |
| consent  | reboost.ai | HTTP | 400 days |
| Cookie purpose description: This cookie is used to store users’ choice to accept or reject unnecessary cookies.                                  |            |      |          |
| reboost_auth   | reboost.ai | HTTP | 400 days |
| Cookie purpose description: This cookie is used to store users’ authorization to reboost.ai platform.  |            |      |          |
| <b>STATISTICS CATEGORY</b>   |            |      |          |
| rid  | reboost.ai | HTTP | 400 days |
| Cookie purpose description: Registers statistical data on users' behavior on the website. Used for internal analytics by the website operator.   |            |      |          |
| _ga  | Google.com | HTTP | 400 days |
| Cookie purpose description:Google Analytics registers a unique ID that is used to generate statistical data on how the visitor uses the website. |            |      |          |
| _ga_<container-id>   | Google.com | HTTP | 400 days |
| Cookie purpose description:Used to persist session state.  |            |      |          |

## **OTHER TECHNOLOGIES WE USE**

We may use other technologies from time to time that are similar to cookies as *web beacons* and *pixels*. In numerous cases, these technologies rely on cookies to operate effectively, and rejecting cookies will hinder their functionality.

- *Web beacons*: these are small image files that contain a special identifier, enabling us to identify when someone has visited the Site or opened an email containing these images. This capability allows us to monitor user traffic patterns from one webpage to another, send or interact with cookies, determine if you arrived at our Site through an online advertisement on a third-party site, and enhance Site performance.
- *Pixels*: these are small image files that can be inserted into web pages and emails. It functions by making a request to our servers, providing device and visit details, to display the pixel in those web pages and emails. We use pixels to gather insights about your engagement with email or web content, including interactions with ads or posts.

## **HOW YOU CAN DISABLE COOKIES**

You can withdraw your consent at any time. Since the methods for rejecting cookies using web browser controls differ from one browser to another, it is recommended that you refer to your browser's help menu for detailed instructions.

Below, you will find information on managing cookies in the most commonly used browsers:

[Chrome](#)  
[Explorer](#)  
[Firefox](#)  
[Safari](#)

## **CONTACT US**

If you have a complaint about our Site or if you need more information about using them, please don't hesitate to get in touch with us at:

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