# Cookie policy
# of the bloomcoding.com website

This policy covers cookies used on the www.bloomcoding.com website.

Please check this section regularly as the policy may be subject to change or update. Any significant changes to this policy will be notified.

In addition to this notice, please read our **Terms and Conditions** and **Privacy Policy.**

## Who are we?

We are a digital academy for children. We empower them to succeed by teaching the skills required of a 21st century digital, information and global society.

**Registration dates:**

Bloombrain OÜ, registered on 13.09.2021, at Ahtri tn 12, Tallinn, 10151, Estonia, Fiscal Code: 16314568.

**Contact dates:**

❖ By email to the following address: support@bloomcoding.com

## Why do we use cookies?

Cookies are very useful and perform various functions that make your navigation on the site easy and enjoyable. You could say that they are like "memories" that the site keeps about you, helping it to remember how you navigated its pages and the choices you made along the way.

You can navigate easier and faster on a site that remembers you than on one that doesn't. That's why most sites you know and like use cookies.

## What's in a cookie?

A cookie is a simple piece of information in the form of a very small text file. Each individual cookie is unique and consists of the name of the site that created it and a unique string of numbers and letters.

Most websites place cookies on the hard drive of your device (computer, mobile phone or tablet) when you browse a website. This is possible from your browser - for example Google Chrome, Internet Explorer, Safari or Firefox. A cookie can only be read and retrieved by the website that created it. Sites can never exchange information with each other through cookies.

Some cookies are only valid for the duration of your visit. These "session cookies" disappear from your computer or mobile device after you close your browser. Other cookies remain on your computer or

mobile device after you close your browser and are valid for a certain period of time. These "persistent cookies" are activated each time you visit the site that generated them.

## What's not in a cookie?

Cookies (as stand-alone items) DO NOT contain:

●Personal information  - you cannot be personally identified based on a cookie alone.
●Program code            - unlike a computer virus, a cookie is not composed of code, meaning it is not capable of damaging your device.

## What do we use cookies for?

A visit to this site may place the following types of cookies:

- cookies strictly necessary for the functioning of the site (required)
- preference cookies (preferences)
- cookies for analysing the behaviour of site visitors (statistical)
- cookies for personalised advertising (marketing)

**Cookies required**

Firstly, they may be necessary to ensure the proper functioning of the website. For example, cookies may be used to ensure the security of the website and visitors by preventing cross-site tampering. This category of cookies is active automatically and is not conditional on the visitor's consent.

We have also included cookies placed to show you non-personalised advertising (which remember that an ad has been shown), as well as those that measure our audience on the site (but not including demographic or audience segmentation), as without traffic measurement our site cannot be profitable and privacy rules do not aim to block the display of advertising.

**Preference cookies**

Preference cookies allow a site to remember information that changes based on how the site behaves or looks, such as your preferred language or the region you are in.

**Analytics cookies**

Analytics cookies collect information about how visitors use a website, such as which pages are most popular, which method of linking to pages is most effective, and whether users receive error messages from websites. These cookies enable us to provide users with a high quality user experience and are intended to help improve the way our website operates, as well as to help us segment audience demographics, which is further used in customizing advertising if that purpose is allowed.

**Cookies for personalised advertising**

We also use cookies is to enable the personalisation of online advertising. The use of cookies to personalize advertising is a current standard on most major sites you visit. Advertising of this type helps us reach the categories of customers interested in a particular type of product, to which those ads are displayed. As a rule, information about the categories that define the range of interested users is not personal data, but the profile that is created about visitors is based on data collected through advertising profiling cookies, it falls into the category of personal data. As these cookies are placed by services

controlled by us it follows that profiling (which is a processing of personal data) through these cookies is carried out by us as data controller. You can opt out of being profiled by Google for advertising purposes by visiting https://www.google.com/settings/ads.

The **bloomcoding.com** website will by default only use cookies that are strictly necessary for the operation of the site, other categories of cookies can only be used with your consent.

## Cookies can be blocked from the browser

Most browsers are set to accept cookies. But if you don't want this, you can set your browser to either notify you whenever you receive a cookie or refuse to accept cookies.

You should be aware, however, that some parts of our website will not be able to be viewed normally if you have set your browser to reject all cookies. This is not intentional, but because some functions of our website cannot function properly without the use of cookies.

Information and instructions on how to edit this function can be obtained depending on your browser provider:

[Mozilla Firefox](#) I [Internet Explorer](#) I [Google Chrome](#) I [Opera](#) I [Safari](#)

## The main third parties who have access to the data collected by our website cookies

- **Facebook**

We use **Facebook Pixel** to more segmentedly target people who visit our site. We also use Facebook Pixel to improve our ads and provide people with ads that are more relevant to them, which is quite common in the e-commerce industry. The Facebook Pixel is a short piece of JavaScript code that is inserted into the HTML code of a web page. When a web page is loaded, the Facebook pixel sends general information about the browser session on Facebook. If possible, a secure HTTP connection is used here.

- **Youtube**

We have embedded YouTube videos on our site using the YouTube Privacy Enhancer. This mode may set cookies on your computer when video content is played, but YouTube will not store personally identifiable cookie information for playing videos embedded using Privacy Enhanced Mode. These cookies are set by YouTube to track usage of its services.

To find out more, please visit the [information page](#) on embedding YouTube videos.

- **Google Analytics**

Google Analytics is a tool that helps website owners measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners with JavaScript tags (libraries) to record information about the page a user has viewed, such as the URL of the page.

Google Analytics JavaScript libraries use HTTP cookies to "remember" what a user has done on previous pages/interactions with the website.

The placement of these types of cookies is only possible with your consent. However, you may object to or prevent the collection of data generated by cookies and related to your use of the websites and the processing of such data by Google by downloading and installing a browser plugin to preserve your opt-out preference for personalized ads.

- **Double Click**

Google Adwords (Double Click) is a provider of promotion and marketing services. DoubleClick is a Google LLC service. DoubleClick uses cookies to serve you relevant advertising. A pseudonym identification number (ID) is assigned to your browser to check which ads have been displayed in your browser and which ads have been downloaded. DoubleClick's use of cookies only allows Google and its partner sites to place ads based on previous visits to our other sites. The information generated by the cookie will be transmitted to and stored on servers in the United States by Google for analysis.

## Social plugins

On the Bloomcoding.com Website you can use the social plugins (e.g. the "Share" button) from your social network (e.g. Facebook, Twitter, Pinterest, LinkedIn, etc.). Please note that we have no control over how the information collected through these cookies is used, nor do we have access to it. However, we are responsible together with the social networks for such processing, in accordance with European policies.

The plugin provider stores the data it collects as usage profiles and uses them for the purpose of advertising, market research and/or need-based design of its website. Such analysis takes place in particular (even for users who are not logged in) to display needs-based advertising and to inform other social network users about your opinion of our services. Through these plugins, we give you the opportunity to interact with social networks and other users, so that we can improve our offer and design our site of interest more relevant to you. If you access a page on our website that contains such a plugin, your browser makes a direct connection to the servers of that provider.

The plugin content is delivered by the provider directly to your browser and integrated into the page. Through this integration, the provider receives information that you have accessed on the web page of our website, even if you do not have a user account with the provider in question or are not connected to the service in question. This information (including your IP address) is transmitted directly from your browser to a server of the provider in question (probably located in the USA), stored there as a usage profile and, among other things, used for advertising, market research and design purposes of the provider's website.

If, during your visit to our website, you are connected to your user account with Facebook, that provider may also associate your visit to the website with your user account.

If you do not want your user profile to be associated with the plugin provider, you can select the "Disable third-party cookie" function in your browser settings. This will stop your browser from sending cookies to the social network's special server.

## What cookies we have implemented

# 1. Necessary (2)

Necessary cookies help you use a website by enabling basic functions such as page navigation and access to secure areas of the site. The website cannot function properly without these cookies.

| Cookie | Description | Supplier | Duration |
|--------|-------------|----------|----------|
| CONSENT | Used to detect whether the visitor has accepted the marketing category in the cookie banner. This cookie is required for the site's compliance with GDPR. | Youtube.com | 2 years |
| test_cookie | Used to check whether the user's browser accepts cookies. | doubleclick.net | 1 day |

# 2. Preferences (2)

Preference cookies allow a website to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in.

| Cookie | Description | Supplier | Duration |
|--------|-------------|----------|----------|
| _hjCookieTest | This cookie is set by a website's audience manager to determine whether other third-party cookies can be set in the visitor's browser - third-party cookies are used to gather information or track visitor behavior across multiple websites. Third-party cookies are set by a third-party website or company. | Bloomcoding.com | Session |
| pll_language | This cookie is used to determine the visitor's preferred language and sets the language accordingly on the site if possible. | blog. bloomcoding.com | 1 year |

# 3. Statistics (8)

Statistical cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously.

| Cookie | Description | Supplier | Duration |
|--------|-------------|----------|----------|
| _ga | It records a unique ID that is used to generate statistical data about how the visitor uses the website. | Bloomcoding.com | 2 years |
| _gat | Used by Google Analytics to narrow the request rate. | Bloomcoding.com | 1 day |

| Cookie | Description | Supplier | Duration |
|---|---|---|---|
| _gid | It records a unique ID that is used to generate statistical data about how the visitor uses the website. | Bloomcoding.com | 1 day |
| _hjAbsoluteSessionInProgress | This cookie is used to calculate how many times a site has been visited by different visitors - this is done by assigning the visitor an ID so that the visitor does not register twice. | Bloomcoding.com | 1 day |
| _hjFirstSeen | This cookie is used to determine whether the visitor has visited the website before or is a new visitor to the website. | Bloomcoding.com | 1 day |
| _hjIncludedInPageviewSample | Used to detect whether user browsing and interactions are included in website data analysis. | Bloomcoding.com | 1 day |
| _hjSession_# | Collects statistics on visitor visits to the website, such as number of visits, average time spent on the website and which pages were read. | Bloomcoding.com | 1 day |
| _hjSessionUser_# | Collects statistics on visitor visits to the website, such as number of visits, average time spent on the website and which pages were read. | Bloomcoding.com | 1 year |

## 4. Marketing (19)

Marketing cookies are used to track visitors to websites. The intention is to display ads that are relevant and interesting to each user and therefore more valuable to publishers and third-party advertisers.

| Cookie | Description | Supplier | Duration |
|---|---|---|---|
| _fbp | Used by Facebook to deliver a range of advertising products, such as real-time bidding from third-party advertisers. | Bloomcoding.com | 3 months |
| ml_guid | Records user behaviour and site navigation, as well as any interaction with active campaigns. It is used for ad optimization and effective retargeting. | static.mailerlite.com | Persistent |
| tr | Used by Facebook to deliver a range of advertising products, such as real-time bidding from third-party advertisers. | facebook.com | Session |
| VISITOR_INFO1_LIVE | Try to estimate user bandwidth on pages with embedded YouTube videos. | youtube.com | 179 days |

| YSC | Register a unique ID to keep statistics about YouTube videos the user has viewed. | youtube.com | Session |
|---|---|---|---|
| yt-remote-cast-available | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Session |
| yt-remote-cast-installed | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Session |
| yt-remote-connected-devices | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Persistent |
| yt-remote-device-id | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Persistent |
| yt-remote-fast-check-period | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Session |
| yt-remote-session-app | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Session |
| yt-remote-session-name | Stores the user's video player preferences using the built-in YouTube video. | youtube.com | Session |
| yt.innertube::nextId | Register a unique ID to keep statistics about YouTube videos the user has viewed. | youtube-nocookie.com | Persistent |
| yt.innertube::requests | Register a unique ID to keep statistics about YouTube videos the user has viewed. | youtube-nocookie.com | Persistent |
| ytidb::LAST_RESULT_ENTRY_KEY | Stores the user's video player preferences using the built-in YouTube video. | youtube-nocookie.com | Persistent |
| _gcl_au | Used by Google AdSense to experiment with the effectiveness of advertising on websites using their services. | bloomcoding.com | 3 months |
| ads/ga-audiences | Used by Google AdWords to re-engage visitors who are likely to convert to customers based on the visitor's online behavior on websites. | google.com | Session |

| Cookie | Description | | Supplier | Duration |
|---|---|---|---|---|
| IDE | Used by Google DoubleClick to record and report on the website user's actions after viewing or clicking on one of the advertiser's ads, in order to measure the effectiveness of an ad and present targeted ads to the user. | | doubleclick.net | 1 year |
| pagead/1p-user-list/# | It tracks whether the user has shown interest in certain products or events on multiple websites and detects how the user navigates between sites. It is used to measure advertising efforts and facilitates the payment of referral fees between websites. | | google.com | Session |

## 5. Unclassified (1)

| Cookie | Description | Supplier | Duration |
|---|---|---|---|
| plugnpaid.session | Tracks whether the user has paid one of our subscriptions or the registration fee. | silver. bloomcoding.com | Session |

## What rights do you have?

You have the right at any time to request confirmation as to whether we are processing your personal data and the right to information about such personal data.

You also have the right to rectify, erase and restrict the processing of your data, as well as the right to object at any time to the processing of your personal data or to withdraw your consent to the processing of your data or to request the transfer of your data. In addition, you have the right to complain to the supervisory authority if your privacy is infringed.

Read more in Privacy policy.

**By using this site, you consent to the processing of data about you in the manner and for the purposes set out above.**

Do you want to know more about the cookies we've integrated into our website? Please write to us at privacy@bloomcoding.com