

COOKIE POLICY 1.0

Last Modified: June 15, 2024

Use of Cookies and Similar Technologies on the STARIA's Platform (staria.network).

Cookies are small text files sent to your computer when you visit and utilize the STARIA's Platform. Crassula S.A. ("STARIA," "we," "us," and "our"), may implement and use cookies and similar technologies like web beacons, pixel tags, or other passive tracking methods. We are committed to responsibly and transparently handling cookies and online tracking methods. This Cookies and Online Tracking Disclosure ("Cookies Disclosure") contains the following sections:

Types of Cookies We Use :

- Web Beacons and Other Technologies
- Cookie Duration
- Legal Basis for Processing
- Data Subject Rights
- Data Recipients
- International Transfers
- Consent Mechanism
- Contact Information
- Update Mechanism



We categorize cookies as follows:

- **Strictly Necessary Cookies:** These cookies are essential for the operation of the STARIA platform or to provide necessary functions related to the services users request. They enable basic functions like page navigation and access to secure areas of the website. An example of this would be a cookie that keeps you logged in during your visit to the STARIA platform, ensuring you can access your account and use its features without interruption.
- **Performance Cookies:** Performance cookies help understand visitor behavior within the STARIA platform. They collect information about how users interact with the website, which pages are visited most frequently, and if any errors occur. These cookies are crucial for improving the platform's performance and user experience. For instance, a performance cookie may track the time users spend on different sections of the STARIA platform to optimize content placement and enhance overall usability.
- **Functionality Cookies:** Functionality cookies enhance the platform experience by providing personalized features. These cookies remember choices you make, such as language preferences or region selection, to tailor the platform to your individual needs. An example of a functionality cookie could be one that remembers your preferred settings for viewing content on the STARIA platform, ensuring a seamless and customized browsing experience every time you visit.
- **Targeting Cookies:** Targeting cookies enable advertising functions, making platform content more relevant to users' interests. These cookies track your browsing habits and activity to deliver targeted advertisements based on your preferences. For instance, a targeting cookie may be used to show you ads related to products or services offered on the STARIA platform if you have previously shown interest in similar content.

Web Beacons and Other Technologies:

We use web beacons or tracking pixels for analytics and to personalize advertisements based on your platform activity.

Web beacons, also known as tracking pixels or clear GIFs, are small, transparent image files embedded in web pages, emails, or online advertisements.

When a user visits a web page or opens an email containing a web beacon, the image is downloaded from the server, allowing the website or email sender to track certain user activity, such as:



- Whether the user has accessed the content
- How many times the user has viewed a particular page or email
- Which links the user has clicked within the content

This tracking data can be used to measure the effectiveness of online advertising and marketing campaigns, as well as to personalize the content and advertisements shown to the user based on their browsing behavior on the platform.

Web beacons are often used in conjunction with cookies to provide a more comprehensive understanding of user activity and preferences.[1][2][4][5] While they can be used for legitimate purposes like improving user experience, web beacons can also raise privacy concerns if used to track user activity without their knowledge or consent.

Cookie Duration:

Except for strictly necessary cookies, all cookies set by our site expire no longer than 12 months after your last visit.

Legal Basis for Processing:

The processing of data through cookies is based on your consent and our legitimate interest in providing requested services.

Data Subject Rights:

Under Swiss law and GDPR, you have the right to access, rectify, or delete your data, and object to or restrict processing. To exercise these rights, contact us directly : privacy@staria.network.



Data Recipients:

Data collected may be shared with specific third parties involved in operating our platform, with detailed categories available upon request.

International Transfers:

Data may be transferred outside Switzerland or the EU under safeguards like Privacy Shield certification or standard contractual clauses.

For more detailed documentation on these safeguards, please refer to the following sources:

1. Privacy Shield Framework: The official website of the Privacy Shield program provides detailed information on the framework, including the principles and requirements for certification, as well as the process for handling complaints and disputes.
2. Standard Contractual Clauses (SCCs): The European Commission's official website provides detailed information on the SCCs, including their purpose, application, and the process for implementing them in data transfers.
3. EU-US Data Privacy Framework: The European Commission's official website provides detailed information on the EU-US Data Privacy Framework, including its adoption, the safeguards it provides, and its implications for data transfers.
4. Data Protection Authorities (DPAs): The official websites of DPAs in the EU and Switzerland provide detailed information on their roles and responsibilities in regulating international data transfers, including the enforcement of data protection laws and the handling of complaints.
5. International Data Transfers Guide: The International Data Transfers Guide by DP Network provides a comprehensive overview of international data transfers, including the legal framework, safeguards, and best practices for ensuring compliance with data protection regulations.

These sources offer detailed information on the safeguards and regulations surrounding international data transfers, providing a comprehensive understanding of the legal and practical considerations involved in such transfers.

Consent Mechanism:

Consent for non-strictly necessary cookies is obtained via a consent banner. You can change your preferences at any time through our website settings.

Contact Information:

For questions regarding our cookie use, contact us via email : privacy@staria.network.

Update Mechanism:

Users will be notified of any policy changes through our website or direct communication. Cookie policy will be reviewed at least once a year or whenever there are significant updates to the website, changes in data processing activities, or modifications in cookie usage.