

UBHOME Cookie Notice

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Information about our use of cookies

This UBHOME Cookie Notice describes the different types of cookies and similar technologies that are used in connection with our website owned and controlled by UBHOME TECHNOLOGY COMPANY LIMITED ("we", "us", or "our"), from which you are accessing this Cookie Notice.

This Cookie Notice applies to any UBHOME website, or service that link to it or incorporate it by reference. For any personal information collected through the use of cookies and similar technologies, our UBHOME Privacy Policy also applies and complements this Cookie Notice.

You have the option of managing your consent preferences to accept or reject the use of each category of cookies prior to entering to our website (except Strictly Necessary Cookies). If you disable cookies and similar technologies, however, some features may not work as intended.

What are cookies and other similar technologies?

We use cookies and other similar technologies to collect and store certain information. Cookie is typically a small text file downloaded by your internet browser to your device (such as your computer or your mobile device) when you visit our website. We use cookies and similar technologies in order to remember information about you, your preferences or your device information when you are using your device to interact with our website. We may also place cookies on your device when you interact with website technologies from third-party providers, such as scripts, pixels and tags, which we integrate on our website for advertising purposes.

- First party cookies are cookies set by the website you're visiting. Only that website can read them. In addition, a website might potentially use external services, which also set their own cookies, known as third-party cookies.
- Persistent cookies are cookies saved on your device and that are not deleted automatically when you quit your browser (unless deleted by the user before the expiry date), on the other hand, session cookie are cookies which are deleted when you quit your browser.

Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

We provide information below on the use of these technologies as well as how you can change cookie settings depending on your preferences.

What cookies do we use?

The types of cookies we use are listed below and fall under two categories, strictly necessary and optional. This means that what cookies we place when you visit our website will depend on your choices.

Strictly necessary cookies - Always on

We use these cookies to:

- (1) Identify you and enable you to log into your user account;
- (2) Remember your previous actions such your choice of cookie consent.

These cookies are required for the operation of our website and use of its feature, and therefore cannot be switched off in our systems. The information collected relates to the operation of our website and enables us to provide you with the service you have requested. The use of these cookies for the purposes described above is based on our legitimate interest to ensure the proper technical functioning of, access to and use of our websites or apps and to provide you with the service you have expressly requested.

Name of Cookies	Host	Type	Purpose	Duration
tracking_consent	ubhome.com	first party	Used by Shopify to store a user's preferences if a merchant has set up privacy rules in the visitor's region.	1 day
keep_alive	us.ubhome.com	first party	Used in connection with buyer localization	session
localization	us.ubhome.com	first party	Used to store an interface language.	1 year
_merchant_essential	.shopify.com	third party	Contains essential information for the correct functionality of merchant surfaces such as the admin area.	1 year
_shopify_essential_	.shopify.com	third party	Contains an opaque token that is used to identify a device for all essential purposes.	1 year
master_device_id	.shopify.com	third party	Merchant authentication: Permanent device identifier, public version.	1 year
AEC	.google.com	third party	Used to distinguish between humans and bots.	120 days
skip_shop_pay	us.ubhome.com	first party	Disables Shop Pay as a payment method for a checkout.	1 year

Analytical / performance cookies

We use these cookies to:

- (1) Figure out how you engage with our website;
- (2) Improve our website and tailor it according to your preferences.

These cookies are optional and are used to collect information such as how many users are using our website or which pages are popular to help us improve user experience. Switching off these cookies means we cannot collect information to improve the experience. Information collected by these cookies is used only to improve the use of our website by our users. These cookies are sometimes placed by third party providers of web traffic and analysis services. Our legal basis when we use these Cookies is that you have given your consent. You have the right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

Name of Cookies	Host	Type	Purpose	Duration
_ga	ubhome.com	first party	to store and count pageviews.	30 days
ga*	ubhome.com	first party	to store and count pageviews.	31 days
_landing_page	ubhome.com	first party	Used by Shopify to track landing pages.	8 days
_orig_referrer	ubhome.com	first party	Used by Shopify to track landing pages.	8 days
_shopify_y	ubhome.com	first party	Shopify analytics.	1 day
FPAU	.shopify.com	third party	Assigns a specific ID to the visitor. This allows the website to determine the number of specific user-visits for analysis and statistics.	15 days
FPID	.shopify.com	third party	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	13 months
FPLC	.shopify.com	third party	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
mt0_pvs	.shopify.com	third party	with unknown functionality	session

Functional cookies

We use these cookies to:

- (1) Remember the choices you have made;
- (2) Improve your experience and make your visits more tailored

These cookies are optional and are used to remember the choices you have made that you can customize to improve your user experience and to make your visits more enjoyable. These cookies will be set by us or by third party providers who add services/features to our sites. If you do not allow these cookies then some or all of these services may not function properly. Our legal basis when we use these Cookies is that you have given your consent. You have the right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

Name of Cookies	Host	Type	Purpose	Duration
HSID	.google.com	third party	to provide fraud prevention.	1 year
SEARCH_SAMESITE	.google.com	third party	to protect a website against CSRF attacks.	9 days
SIDCC	.google.com	third party	Used by Google to provide the identification of trusted web traffic.	1 year
currentCollection	us.ubhome.com	first party	Store the collection/category of goods currently browsed by the user.	session

Targeting cookies

We use these cookies to:

- (1) Provide information (including marketing information) that is more relevant to your interest;
- (2) Track the use of embedded services and experiment with advertisement efficiency;
- (3) Display advertisements on other platforms after visiting UBHOME.

These cookies are optional and are used to record your visit to our website, the pages you have visited and the links you have followed. We may use this information to make our website and the information (including marketing information) displayed on it more relevant to your interests. If you do not allow these cookies, you will experience less targeted advertising. Our legal basis when we use these Cookies is that you have given your consent. You have the right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

Name of Cookies	Host	Type	Purpose	Duration
_gcl_au	ubhome.com	first party	Used by Google AdSense to understand user interaction with the website by generating analytical data.	90 days

_fbp	ubhome.com	first party	Display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting UBHOME.	90 days
__Secure-1PAPISID, __Secure-1PSID, __Secure-1PSIDCC, __Secure-1PSIDTS	.google.com	third party	Builds a profile of the website visitor's interests in order to show relevant & personalized Google advertising.	1 year
__Secure-3PAPISID, __Secure-3PSID, __Secure-3PSIDCC, __Secure-3PSIDTS	.google.com	third party	Used by Google to store a user's state regarding their cookie choices.	1 year
APISID	.google.com	third party	Collect information on how the user uses the website and any advertising that they have seen before visiting the site	1 year
NID	.google.com	third party	Contains a unique ID Google uses to remember your preferences and other information.	6 months
SAPISID	.google.com	third party	Used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	1 year
SID	.google.com	third party	To provide ad delivery or retargeting, provide fraud prevention.	1 year
SSID	.google.com	third party	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	1 year

How can you manage cookies?

- Cookie Preference

You can manage your preferences relating to the use of cookies on our website by visiting [Cookie Settings](#).

- Removing cookies from your device

Most browsers allow you to manage your cookies by either accepting or rejecting all cookies or accepting only certain types of cookies. The procedure for managing and deleting cookies usually can be found in your browser's integrated help function. You can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited. Be aware though that you may also lose some saved

information (e.g. saved login details, site preferences).

- **Blocking cookies**

You can set most modern browsers to prevent any cookies being placed on your device, but you may then have to manually adjust some preferences every time you visit a site/page. And some services and functionalities may not work properly at all.

Changes to our Cookies Notice

If we change anything important about this Cookie Notice, we will notify you on the website via appropriate method. You may review the Cookies Notice by visiting the website and clicking on the "Cookies Notice" link.