



Cookie Policy

This Cookie Policy applies to www.unboxingcycles.com (our “website”) operated by unboxing cycles, c/o Impact Hub AG - Sihlquai 131, 8005 Zürich, Switzerland (“unboxing cycles”, “we”, “us”, or “our”) acting as the data controller. This policy sits in line with Switzerland’s Unfair Competition Act (as amended) (“UCA”), the Telecommunications Act (as amended) (“TA”) and the EU’s Privacy and Electronic Communications Directive (“PECD”).

If you have any questions about Cookies or about data protection in general, you can reach us by email using hello@unboxingcycles.com or write to us at the above address.

What are cookies and other tracking technologies?

A cookie is a small file that is stored on the hard drive of your computer, smartphone, or other device. With the help of this file, it is possible to recognize your device/IP address and to reuse information about pages you have visited or to record functions you have used.

We use both our own and third-party cookies. Third-party cookies are used by external partners, such as partners who provide content for our websites, suppliers who are responsible for the various features of the website, or programs we use for our analytics and marketing. Through these third-party cookies, these external partners may collect data, such as your IP address and information about your browsing behavior.

What are cookies for?

We use cookies to track you and your behavior on our website, social media platforms, and third-party websites so that we can provide you with a better user experience on our website and remember the choices you make when using it, such as your choice of country. We also use cookies to continually improve the content and functionality on our websites for you. In addition, we use cookies to tailor our marketing to your interests and to compile statistics on the use of our websites.

Overall, the cookies can be divided into the following two categories:

- *Essential cookies*
These cookies are essential to allow you to browse our website and use its features, such as accessing secure areas of the website, providing requested services, and storing a user's cookie settings. For example, allowing you to keep your items in your shopping cart while you shop online are an example of essential cookies.
- *Optional Cookies*
In contrast to essential cookies are what can be referred to as optional or non essential cookies. These cookies are classed according to their purpose as follows:



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- *Functional cookies*
These cookies are used to store preferences set by users such as account name, language, and location.
- *Performance cookies*
These cookies collect information about how you use a website, such as which pages you have visited, and which links you have clicked on. None of this information can be used to identify you. All data is aggregated and therefore anonymized. Their sole purpose is to improve our website's functionality.
- *Analytical cookies*
We, as well as third-party vendors acting on our behalf, may use first-party cookies, third-party cookies, or other third-party identifiers to collect anonymous analytics and statistics about our website and how our visitors use them in order to help us improve our website. Our web servers' storage logs may collect domain names, Internet Protocol addresses, web browser types, and certain data from visitors to the Sites.
- *Advertising Cookies*
Advertising Cookies are used to deliver customized advertising to the user. This can be very convenient, but also very irritating.

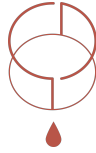
Subject to your consent

We only use optional cookies with your prior consent. If you are visiting our website for the first time, a banner will appear on our website asking for your consent to use optional cookies. If you consent to this, we will store a cookie on your computer and the banner will not be displayed again for the lifetime of the cookie. Thereafter, or if you actively delete this cookie beforehand, the banner will be displayed again the next time you visit our website in order to obtain your consent again.

Further, most browsers allow you to control cookies through the cookie settings, which you can customize to consent to the use of cookies. You can also check and delete cookies with most browsers. To do so, please refer to your browser manufacturer's documentation by following the link relevant to you [Google Chrome](#), [Mozilla Firefox](#), [Microsoft Edge](#), [Opera](#), [Safari](#).

Analytics

We use Squarespace Analytics, which is a web analytics service offered by [Squarespace, Inc](#) that tracks and reports website traffic. When Squarespace Analytics is used, website interactions are recorded and systematically evaluated with the help of analytical cookies. Squarespace states that



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it will not associate your IP address with any other data held. For further information on Squarespace Analytics, please visit <https://www.squarespace.com/websites/analytics>.

Pixel Cookies and Tags

We use so-called Pixel Cookies and Tags ("Pixel Cookies"). A Pixel Cookie is an advertising tool and typically consists of a JavaScript code snippet that allows us to understand and track visitors' activity on our website. For this purpose, Pixel Cookies collect and process information about visitors of our website and the device used (so-called event data).

Event data collected through Pixel Cookies is used for targeting our advertisements and improving ad delivery and personalized advertising. For this purpose, the event data collected on our website by means of Pixel Cookies is transmitted to the relevant operator of the Pixel Cookie and in part, also stored on your device. However, this only happens with your consent, and we and the relevant operator of the Pixel Cookie are considered joint controllers. Nonetheless, for the subsequent processing of the transmitted Event Data, the relevant operator of the Pixel Cookie is the sole controller.

For more information about how the relevant operator of the Pixel Cookie processes personal data, including the legal basis on which they rely on and how you can exercise your rights against, please refer to the following Privacy Policies: [Instagram](#).

Opting Out

Instagram

If you do not wish to participate in usage-based advertising through Instagram you can change your ad settings by following these instructions: <https://help.instagram.com/911879456838933>

General

If you do not wish to participate in our advertising personalization or retargeting/tracking you can object to behavioral advertising at the following websites: [Your Online Choices](#), [Digital Advertising Alliance of Canada](#), [Network Advertising Initiative](#), [AdChoices](#) and the [European Interactive Digital Advertising Alliance \(Europe only\)](#).

Validity and questions

This Cookie Policy was last updated on Sunday, 19th of November 2023, and is the current and valid version. However, we may update this policy for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies. We recommend that you check here periodically for any changes. If you have any data protection questions, please feel free to contact us using hello@unboxingcycles.com, or write to us at the above address.