

Giftomatic
Privacy & Cookies

3 Easy steps to integrate

Giftomatic is committed to Privacy and the protection thereof. We are compliant with Privacy rules and guidelines such as the GDPR (General Data Protection Regulation) that's been in effect since 25th of May 2018. Giftomatic uses anonymised data to provide its services to its Partners.

In the following document we describe the steps you need to take before you can integrate our tools on your digital assets.

1. Add to Privacy Statement
2. Update Cookie table

Data processing with our tools

What do we measure?

	On snippet load	On user interaction (click)
UUID	x	v
IP (anonymised)	x	v
Country	v	v
Language	v	v
Referral website	x	v

What do we store in our database?

	On snippet load	On user interaction (click)
UUID	x	v
IP (anonymised)	x	v
Country	x	x
Language	x	x
Referral website	x	v

1. Add to Privacy Statement

Affiliate networks

This website makes use of the services of Affiliate networks like, but not limited to: **Daisycon**, **Awin**, **TradeTracker**, **Tradedoubler**, **bol.com**, **Amazon**, **Partnerize**, **Odyssey**, **Flexoffers**, **Webgains**, **CJ.com** and **Rakuten Advertising** to promoted advertisers through performance based advertising. Performance based advertising is an honest form of advertising because the advertiser only pays for real and measurable results. To make use of this service our partners use so called affiliate cookies and matching-data. With these cookies a match can be made between the transaction at the advertiser and this website. This way the affiliate network knows that this website should receive a commission.

With the registration of this commission, this website has access to anonymised transactional data. This data may exclusively be processed/modified/used by this website to more effectively promote advertisers or to make statistical analysis. This website ensures that any processed data is securely stored and follows all rules and regulations about privacy.

The use of affiliate cookies and the processing of anonymised transactional data is of no harm for the privacy of the visitor of this website. According to the GDPR (General Data Protection Regulation) we don't have to ask permission to our users for the use of these cookies. We use Legitimate Interest as a lawful basis for processing this anonymised transactional data. We are required to inform our users about them and the way they work.

Giftomatic

We make use of the services of Giftomatic. They have created white label tools that can we placed in any website such as a search engine and product recommendations so that it's easier and more fun for gift card holders to find a product they love. By using the tools anonymous data is processed and used to help you find the perfect way to spend your gift card. Giftomatic ensures that any processed data is securely stored and follows all rules and regulations about privacy.

The use of this anonymised data is of no harm for the privacy of the visitor of this website. According to the GDPR (General Data Protection Regulation) we don't have to ask permission to our users for the use of these cookies. We use Legitimate Interest as a lawful basis for processing this anonymised data. We are required to inform our users about them and the way they work.

2. Add the following cookies to your existing cookie table

Cookie tabel

Name	Provider	Expiry	Purpose
__cfuid	giftomatic.io	Session	Used by the content network, Cloudflare, to identify trusted web traffic.
__cfbm	giftomatic.io	Session	Used by the content network, Cloudflare, to identify trusted web traffic.
_uuid	giftomatic.io	30 days	Necessary for the search engine to function. Registers a unique user ID to help spend gift cards.
AWSALBCORS	giftomatic.io	1 day	AWS Classic Load Balancer Cookie Load Balancing Cookie: Used to map the session to the instance. Same value as AWSELB
AWSALB	giftomatic.io	1 day	AWS Classic Load Balancer Cookie: Load Balancing Cookie: Used to map the session to the instance.
_gaexp	giftomatic.io	90 days	Stores ID's of experiments and sessions for A/B testing.
_ga	giftomatic.io	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat	giftomatic.io	1 day	Used by Google Analytics to throttle request rate
_gid	giftomatic.io	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.