

Cookie policy

Genome uses cookies and other similar technologies to ensure stable operation of our Site, to adapt its content to your needs, to improve features of Genome Site and to manage advertising campaign based on the interests of our audience.

Herein the following definitions will apply:

“Genome” means a business name of UAB “Maneuver LT”, a legal entity registered in Lithuania with its registration number 304785124 and having an electronic money institution licence #32 issued by the Bank of Lithuania 29.03.2018. Genome’s place of business is at Žalgirio g. 92-710, LT-09303 Vilnius, Lithuania. For the purposes of this Cookie Policy any references to “Genome”, “we”, “our” or “us” shall refer to UAB “Maneuver LT”.

Our contacts:

Data Protection Officer: dpo@genome.eu

Customer support service: support@genome.eu

<https://genome.eu/contact-us/>

“Genome Site” and **“Site”** shall refer to Genome website (www.genome.eu), including all its content and subdomains.

“You”, and **“your”** refers to any user of Genome Site, Genome Wallet or Genome Services.

Some capitalized terms used in this Cookie Policy shall have the meanings assigned to them in Genome [Privacy Notice](#). This Cookie Policy is integrated in and shall be read in conjunction with the [Privacy Notice](#).

When you visit Genome Site or Genome Wallet, a small cookie file might be placed on your computer or mobile device. We will analyze data from the cookies and use it to improve quality of our services, track your activities with Genome, and keep your account safe.

Any personal information that we collect and store through the use of cookies is first obtained through notice and consent. We obtain your consent by providing you with transparent notice of use of the cookies and, to the extent described herein, providing you with the opportunity to make a choice to disable these cookies, except the strictly necessary cookies.

We offer certain site features, services, applications, and tools that are available only through the use of the cookies. You are always free to block, delete, or disable cookies in accordance with instructions of your browser, installed application, or device as indicated in this Cookie Policy. However, if you decline cookies or other similar technologies, you may not be able to take advantage of certain site features, services, applications, or tools.

What is a cookie?

A cookie is a small text file stored in a computer's web browser memory.

Based on the duration there are two main types of cookies:

Session cookies – they help you do not re-enter information and stay logged in each time you change web pages. Session cookies are deleted automatically after you leave the Site or when you close your browser.

Persistent cookies – they help us to recognize you each time you return to the Genome Site and remember your preferences for viewing the Site. Such cookies are stored on your computer until deleted by you or automatically after its expiration.

Depending on how cookies are placed on your device there are:

First-party cookies – session and persistent cookies that are placed by Genome.

Third-party cookies - cookies placed not by Genome, but third parties, which help to gather browsing activity across numerous websites and during several sessions. Such cookies are stored on your computer until deleted by you or automatically after their expiration. To avoid confusion kindly note that because of the technical settings of the particular scripts or pixels some third-party cookies of our service providers, as listed in the table below, are installed from Genome domain as first-party cookies. However, Genome has no control over such cookies.

We use cookies for the following purposes:

Strictly necessary cookies - these cookies are essential for our Site functionality because they let you to access and use all the different parts of it. Without them, services that you've asked for can't be provided. These cookies ensure our Site operation and its security. Strictly necessary cookies are always enabled.

Analytical cookies – these cookies help us to understand how people are using our Site and services we offer, so we can make them better. Analytical cookies allow us to monitor your behavior on the Site, such as web pages you visit,

duration of the visit, how many times you have been to the Site, therefrom and how you accessed it. These cookies are for the statistical purposes and provide us with aggregated and anonymized information that we use to improve our Site and services features. To measure performance of our Site and services we may use third-party analytics software services such as Hotjar, Amplitude, and Google Analytics.

Hotjar is a technology tool that helps understand users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.). Hotjar uses cookies to collect data on users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our Site. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of Hotjar's support site.

Amplitude is a product-analytics platform that helps us to understand how users interact with Genome Site, allows us to analyze different events of user behavior and improve Genome services and products based on the received data. More information about Amplitude Analytics service you can find here:

<https://amplitude.com/amplitude-analytics>

Google Analytics is a service that use cookies to collect, analyze and report information about use of Genome Site, i.e. how you interact with it. We use the following Google Analytics services:

Universal Analytics – to analyze data about Genome's website traffic and our audiences (e.g., to measure ad ROI). Measuring what features of our websites our users use or are interested in and how they use them helps us to improve our services.

Google Analytics 4 – a website analytics tool used to improve the measurement of user behavior across Genome websites and apps. The data collected is used to track website usage behavior to improve the website and measure the advertising ROI.

More information: <https://policies.google.com/technologies/types>. Google provides a Google Analytics opt-out plug-in for the web (<https://tools.google.com/dlpage/gaoptout/>).

Marketing cookies – these cookies are used to show you relevant Genome advertisements, manage our advertising campaign and check its performance results. With marketing cookies we can regulate the number and frequency of Genome advertisements shown to you. In our advertising campaign we may use third-party services, such as Google Ads, Bing Ads, Facebook pixel or LinkedIn Insight Tag.

Google Ads is a service that use cookies to enhance advertising efficiency of our services and products and to show our advertisements on other websites across the Internet to users that visited Genome Site. More information: <https://policies.google.com/technologies/types>. For Google Analytics Advertising Features, you can opt-out through Google Ads Settings (<https://adssettings.google.com/>).

Bing Ads (Universal Event Tracking) is an advertising service developed by Microsoft. Bing provides a variety of search ads services, including web, video, display. We use Bing Ads to search network campaigns (text and dynamic ads) and remarketing to attract new users to use Genome services features. More information about Microsoft advertising you can find here: <https://ads.microsoft.com/>. The answers to the most frequent questions regarding functionality of Universal Event Tracking can be checked here: <https://help.ads.microsoft.com/#apex/3/en/53056/2>. The details of data

processing by Microsoft including cookies and other similar technologies that may be installed / activated by the service are available here:

<https://privacy.microsoft.com/en-us/privacystatement>

Our Site, services, and products that we offer may be advertised on third-party websites including social media such as Facebook or LinkedIn. To manage our advertising campaign we may use cookies of third parties to see from which advertisement you have been redirected to our Site. Cookies placed to your device by third parties in such a case are not controlled by us. To disable such cookies you will need to check cookie policy of third parties and follow the relevant opt-out instructions.

In addition, our Site may contain links to other third-party websites. We do not control how cookies are placed on third-party websites and do not take responsibility for such cookies and data processing by third parties, even if you have been re-directed to such websites from Genome Site. To manage cookie settings in such a case you shall follow the instructions of the cookie or privacy policy of the relevant third party.

Detailed information about cookies can be found below:

Policy

Strictly necessary

Genome Cookie Policy Status: cookies are used to retain visitor choices and cookie preferences in the main cookie banner.

Name of cookie and expiry:

policy-accepted – 224 days;
policy-necessary – Session;
policy-analytical – 224 days;
policy-marketing – 224 days.

genome.eu

Genome multi-language cookie

Strictly necessary

Genome multi-language cookie. A cookie is used to correct the operation of local language versions and support the multi-languages function of our product. Adapting multilingual Genome's services allows us to provide an appropriate user experience for our users.

Name of cookie and expiry:

INTL_LOCALE - Session.

genome.eu

Zendesk chat

Strictly necessary

Zendesk Live Chat Functionality: cookie is used to store visitor's machine-id for the chat widget's authentication. More information you can find in [Zendesk In-Product Cookie Policy](#).

Name of cookie and expiry:

__zlcmid – 1 year.

genome.eu

Onfido identity verification service

Strictly necessary

Onfido identity verification service: cookies are used to ensure functionality of Onfido identity verification service on my.genome.eu. More information you can find in [Onfido Privacy Policy](#) and [Hosted Identity Verification Services Cookie Policy](#).

Name of cookie and expiry:

wooTracker - 1 year;
onfido-web-sdk-analytics - 1 month;
onfido-js-sdk-woopra - 1 month;
__q_state_k9f1qUrMaVNvTz7p - 1 year;
OptanonConsent - 6 months.

genome.eu

Google ReCaptcha

Strictly necessary

Google ReCaptcha: cookie is used for risk analysis, fraud prevention and security. More information you can find in [Google ReCaptcha service](#) and [Google Privacy Policy](#).

Name of cookie and expiry:

_GRECAPTCHA - 6 months.

recaptcha.net

Google Analytics

Strictly necessary

Google Analytics: Our website employs cookies that are strictly necessary for fraud prevention measures, ensuring the security and integrity of user sessions. These cookies are indispensable for safeguarding against fraudulent activities and maintaining a secure browsing environment. For more information, refer to [Google's Privacy Policy](#) and [Types of Cookies documentation](#).

Name of cookie and expiry:

_gat - 1 day;
_gat_gtag_UA_132684207_1 - 1 day;
_ga - 400 days;
_ga_X6LMX9VR0Y - 399 days;
_ga_B8SKQ9HHPZ - 393 days;
_ga_3NBFCEJFER - 400 days;
_gid - 1 day;
__Secure-3PSIDCC - 1 year;
__Secure-1PSID - 380 days;
__Secure-1PSIDCC - 1 year;
__Secure-3PAPISID - 380 days;
__Secure-3PSID - 380 days;
__Secure-1PAPISID - 380 days;
AEC - 53 days;
__Secure-ENID - 258 days;

genome.eu (**_gat, _gat_gtag_UA_132684207_1, _ga, _ga_3NBFCEJFER, _gid**)

analytics.google.com (**_ga, _ga_X6LMX9VR0Y, _ga_B8SKQ9HHPZ**)

google.com (**__Secure-3PSIDCC, __Secure-1PSID, HSID, __Secure-1PSIDCC, APISID, __Secure-3PAPISID, __Secure-3PSID, __Secure-1PAPISID, AEC, __Secure-ENID**)

Google Analytics

Analytical

Google Analytics: cookies allow us to identify unique users and sessions, generate statistical data on how the visitor uses the website. More information can be found in [Google Privacy Policy](#) and [Types of Cookies](#).

Name of cookie and expiry:

SIDCC - 1 year;
SID - 380 days;
SAPISID - 380 days;
SSID - 380 days;
HSID - 380 days;
APISID - 380 days;
DV - 1 day;
AID - 249 days;
1P_JAR - 30 days;
SEARCH_SAMESITE - 173 days;
OTZ - 10 days;
NID - 183 days.

google.com (**SIDCC, SID, SAPISID, SSID, HSID, , APISID, DV, AID, 1P_JAR, AEC, SEARCH_SAMESITE, OTZ, NID**)

Hotjar

Analytical

Hotjar: cookies allow us to identify unique users and sessions, collect session replay, funnels, heatmaps of sessions and session records. More information you can find in [Hotjar Cookies](#).

Name of cookie and expiry:

_hjAbsoluteSessionInProgress - 30 minutes;
_hjIncludedInPageviewSample - 30 minutes;
_hjSession_2105797 - 30 minutes;
_hjSessionUser_2105797 - 365 days;
_hjIncludedInSessionSample - 30 minutes;
_hjFirstSeen - Session.

genome.eu

Amplitude

Analytical

Amplitude: cookie is used to analyze behavior of users on Genome site and / or Genome user portal (my.genome.eu). More information you can find in [Amplitude Legal overview](#).

Name of cookie and expiry:

amp_0192dd – 361 days.

genome.eu

Google Ads & Google Analytics

Marketing

Google Ads & Google Analytics (where data is used for the delivery of interests-oriented ads to the user): cookies allow to show and optimize advertisements to the same person across devices and browsers. More information you can find in [Google Privacy Policy](#) and [Types of Cookies and Other Technologies Used by Google](#).

Name of cookie and expiry:

_gcl_au - 40 days;
S - Session.

genome.eu (**_gcl_au**);

google.com (**S**).

Bing Ads

Marketing

Bing Ads (Universal Event Tracking): cookie allows to show and optimize advertisements to the same person across devices and browsers. More information you can find in [Microsoft Privacy Statement](#), [Cookies and similar technologies](#), [Universal Event Tracking tool & cookies](#) and [Microsoft Advertising privacy policy](#).

Name of cookie and expiry:

_uetvid - 385 days.

genome.eu

Facebook pixel

Marketing

Facebook pixel (Meta Pixel): cookies allow to show and optimize advertisements to the same person across devices and browsers. More information you can find in [Facebook \(Meta\) Privacy Policy](#) and [Facebook \(Meta\) Cookie Policy](#).

Name of cookie and expiry:

presence - Session;
wd - 7 days;
xs - 1 year;
dpr - 7 days;
m_page_voice - 78 days;
_fbc - 3 months;
c_user - 1 year;
sb - 373 days;
_fbp - 3 months;
fr - 3 months;
datr - 372 days.

genome.eu (**_fbc, _fbp**)

facebook.com (**presence, wd, xs, dpr, m_page_voice, c_user, sb, fr, datr**)

LinkedIn Insight Tag

Marketing

LinkedIn Insight Tag: cookies allow to show and optimize advertisements to the same person across devices and browsers. More information you can find in [LinkedIn Privacy Policy](#), [LinkedIn Cookie Policy](#) and [LinkedIn Cookie Table](#).

Name of cookie and expiry:

li_mc - 6 months;
AMCV_14215E3D5995C57C0A495C55%40AdobeOrg - 180 days;
s_tp - 147 days;
s_ips - 147 days;
dfpfp - 310 days;

__ssid - 345 days;
s_tslv - 147 days;
mbox - 118 days;
liap - 361 days;
aam_uuid - 30 days;
lidc - 24 hours;
AMCVS_14215E3D5995C57C0A495C55%40AdobeOrg - Session;
lang - Session;
UserMatchHistory - 30 days;
bcookie - 1 year;
AnalyticsSyncHistory - 29 days;
_ga - 315 days;
_gcl_au - 57 days;
lms_ads - 26 days;
lms_analytics - 26 days;
_guid - 34 days;
li_sugr - 3 months;
gpv_pn - 147 days.

linkedin.com

How do we use cookies?

Authentication. When you login in Genome Site or Genome Wallet we use cookies to remember you so you don't have login each time you left the main page and navigate throughout the Genome Site.

Fraud Prevention. With help of cookies we can obtain information about security of your computer and web browser used to access to Genome Site or Genome Wallet and to detect harmful or illegal use of Genome Services.

Settings. We can use cookies to remember your settings of the Genome Services so you do not have to change it each time you log into Genome Site or Genome Wallet. For example, you can choose to remember payment details and associate it with your computer to make recurring payments or use language or font you prefer.

Improving Genome Services. We use cookies to understand how we can make Genome Site and Services better. Cookies help us to know how people reach Genome Site, detect and gather reporting on bugs; improve functionality and speed of Genome Site and Genome Wallet portal.

Marketing. From time to time we can use cookies to show you more relevant ads, e.g. to not show the same ads multiple times or recognize actions across multiple devices or browsers, etc. We reserve the right to use Google Analytics to understand how Genome Site or Genome Wallet is used by its users. You can opt-out of Google Analytics Advertising Features as described above.

What other technologies can we use?

There are other technologies used by us to track your activity on the Site or Genome Wallet portal:

Web beacons (web pixels) are small graphics helping to understand browsing activity, track conversion and optimize ads. These graphics file is downloading when you visit the Site or Genome Wallet portal.

Local Storage Objects are files that can be stored on your browser and can be used to detect preferences, to record the history of usage, or remember settings of the Site or Genome Wallet. Local storage files are persistent. To delete local storage files you need to clear browsing data.

UTM (Urchin Tracking Module) tags. UTM tags are used for marking purposes to analyze the results of advertising campaigns. The reports based on UTM tag information can be checked in Google Analytics. The data collected helps us to evaluate the effectiveness of different marketing campaigns that we use to advertise and promote Genome Site, services and products. We add UTM tag parameters into the URL visible to others. Once user clicks on the relevant URL, we transfer data to Google Analytics and can see the channel therefrom user came to us. The data collected is aggregated. UTM tags are Local Storage Objects and to delete them you need to clear browsing data.

Device Fingerprint is a technology that allows us to identify your device while using Genome Site. Genome provides financial services and is required to implement significant anti-fraud and security measures. To prevent fraudulent attacks or other fraudulent activities on Genome Site (e.g. to disable registration of unscrupulous users), to conduct risk assessment and to strengthen our security level we use device fingerprint technology. With device fingerprint technology we collect the following data: type of device, operating system, IP-address, type and version of web browser, browser's language setting, user agent, referrer URL. With the data collected we can identify the device used to access Genome Site and if for example someone is contacting us requesting to restore access to Genome Wallet, we can recognize the device which is used for browsing Genome Site and confirm whether the data collected corresponds to any of the devices used by our actual client to access Genome Wallet or Genome Service. Device

fingerprint technology in this case helps to recognize potential fraudsters and triggers further compliance checks. Kindly note that implementing device fingerprint technology for the purposes described above is necessary. We will use collected data as outlined in this paragraph. The service of device fingerprint technology is provided to us by anti-fraud solution of Covery. Details on Covery device fingerprint product you can find [here](#).

Where is your data being processed?

Your data is processed within the EU / EEA and can be transferred for processing to third countries outside the EU / EEA. We may engage third-party service providers outside the EU / EEU to ensure your target-oriented and support experience with Genome. We may share your information with Genome service providers in the USA when you contact our support team through the form or chat on Genome Site. We may also transfer your data to the USA if you give us your consent to third-party cookies for analytical and / or marketing purposes. Where possible, we establish business relations with the EU / EEA – based companies of our service provider to minimize the data processing of our users outside the EU / EEA. If the data is still processed outside the EU / EEA the rules for Cross-border transfers described in our [Privacy Notice](#) shall apply to such processing. We will use standard data protection clauses for international transfers approved by the European Commission as a main legal ground for the data transfer outside the EU / EEU.

How can you control and change cookies settings?

There are a number of ways to manage cookies. You can set your consent or if you wish you can control or delete the placing of cookies on your device. If you delete the cookies, any settings and preferences controlled by those cookies will be deleted and will need to be re-created when you visit our Site subsequently. We have explained how you can exercise this right below:

Consent Tool

Our Cookie Consent Tool may be utilized to customize your cookie preferences. The tool will record when you have consented to our cookie policy and will ask for consent again annually to ensure users stay up-to-date with changes to our cookie and privacy policies. The consent tool specifically controls the marketing and analytical cookies set by using our Site. Strictly necessary cookies cannot be disabled through the Cookie Consent Tool, nor can the tool be used to block cookies on third-party websites linked from our Site. They may only be disabled through browser setting but this may affect the accessibility of Genome Site.

Using your Browser

You can delete and disable cookies using setting of your browser at any time even if you gave your consent already. You can find out more about how to manage cookies from the following links:

For Chrome browser: <https://support.google.com/chrome/answer/95647?hl=en>

For Explorer browser:

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

For Microsoft Edge browser:

<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge>

For Safari browser: <https://support.apple.com/en-ie/guide/safari/sfri11471/mac>

For Firefox browser:

<https://support.mozilla.org/en-US/products/firefox/protect-your-privacy/cookies>

For Opera browser: <https://help.opera.com/en/latest/web-preferences/>

Also you can use third-party tools, like browser plug-ins or applications allowing you to monitor, block or limit third-party cookies, web pixels and some javascript-based technologies.

How we may update this cookie policy

We will periodically update this Cookie Policy in order to reflect changes in our practices and services. If we make any material changes in the way we collect, use, and/or share information held in cookies, we will notify you by posting notice of the changes on our Site.

This Cookie Policy was last modified on April 25, 2024

Previous versions

[Download version 0.1 \(28.02.2023\) →](#)