

Open Marketplace Platform Policy

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As a processor of Suppliers and Customers (as controllers) the OMP is using for their purpose a range of different technologies, some of which are controlled by the OMP (first party) and some of which are controlled by other organizations (third party).

These technologies include (but are not limited to) cookies, web beacons, scripts, fonts and images; some of which are considered as necessary for us to be able to deliver the Platform to you and others which we use to enhance our users' understanding of how you use the OMP; to assist in marketing activities and other purposes as explained below. Under European laws the controller is required to obtain your consent for any use of these technologies which is not considered as necessary, as well as provide you with clear information as to what these technologies do; and the third parties we work with.

WHAT TECHNOLOGIES DOES OMP USE?

1. What is a Cookie?

A cookie is a small text file (often including a unique identifier), that is sent to a user's browser from a website's computers and stored on a user's computer's hard drive or on a tablet or mobile device (collectively, "Computer") – such as login credentials; items in a shopping cart; and tracking identifiers. A Cookie stores a small amount of data on your Computer about your visit to the Site.

Cookies are set by our web server and the web servers of the third parties we deploy on our web site; and can be read, updated or deleted by those same servers, each time you visit our web site, based on the type of cookie it is.

Cookies which are only related to a single session (a single visit to our web site) are deleted automatically when you close your web browser – these are typically considered as necessary

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extended period of time from days to years. Persistent cookies – remains on a computer, unless it expires, or the cookie cache is cleared.

Some cookies can impact your fundamental rights to Privacy and Data Protection and as such, require your consent before they can be accessed or stored on your device.

2. Who Sets Them?

First party cookies are stored and accessed by our web server; third party cookies are stored and accessed by other organizations, such as analytics providers and advertisers.

3. What Cookies Does OMP Use?

Cookies on the OMP are used for a variety of different purposes, but generally speaking their use breaks down into the following categories:

- 1. Strictly Necessary Cookies:** These are required for the operation of the OMP. They include, for example, cookies that enable you to log into secure areas of the OMP.
- 2. Analytical/Performance Cookies:** These cookies are set by our analytics providers and allow us to record certain information about you, such as the pages you visit on our web site; how many times you visit our web site; and links you might click on. Furthermore, when you connect to our analytics provider in order for them to set the cookie – they may also collect other information about you such as your geographical location; your IP address; what type of device you are using and various information about the device. This information can be used to create a unique fingerprint to help further identify you on other web sites you might visit and can be used to create a profile of your online activities and interests.
- 3. Marketing Cookies:** Cookies set by our marketing providers are used for the purpose of tracking your online activities to create a profile and give us a better understanding of your interests.

Non-Essential Cookies

Used for other business purposes which are not considered necessary to deliver the OMP to you.

Analytic Technologies

_gid	Google Analytics	For the purpose of analyzing the use of the OMP	24 hours
_ga	Google Analytics	For the purpose of analyzing the use of the OMP	2 years
_gat	Google Analytics	Used to throttle request rate	1 minute

Marketing Technologies

NAME OF THE COOKIE	WHO CAN STORE AND ACCESS THE TECHNOLOGY?	WHAT IS THE TECHNOLOGY USED FOR?	DURATION
_hstc	Hubspot	Collects anonymous data related to the user's visits to OMP.	13 months
_hssc	Hubspot	For the purpose of tracking sessions.	30 min
_hssrc	Hubspot	Whenever HubSpot changes the session cookie, determines if the visitor has restarted their browser.	end of session
hubspotutk	Hubspot	Tracking of a visitor's identity.	13 months
_ptq.gif	Hubspot	Tracking of a visitor across devices and marketing channels.	end of session


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technologies on our Site to enable us to know whether you have visited a web page or received a message. A web beacon is typically a one-pixel, transparent image (although it can be a visible image as well), located on a web page or in an email or other type of message, which is retrieved from a remote website on the internet enabling the verification of an individual's viewing or receipt of a web page or message.

A web beacon helps our users to understand whether you came to the OMP from an online advertisement displayed on a third- party website, measure successes of email marketing campaigns and improve the OMP performance. They may also enable us to relate your viewing or receipt of a web page or message to other information about you, including your personal information. In many instances, web beacons rely on cookies to function properly, and so declining cookies will impair their functioning.

TYPE OF TECHNOLOGY	TECHNOLOGY PROVIDER	WHAT IS THE TECHNOLOGY USED FOR?
Javascript	YouTube	For the purpose of embedding YouTube videos

5. Services OMP Uses

The OMP uses different service in order to provide you with the best possible user experience. Google Analytics, Google Drive/Docs/Sheets, Amazon S3, Intercom, Hubspot are services that the OMP uses at the moment. Although, we are aware of all technologies these services use (and we presented them in this Policy), still we cannot guarantee that these technologies shall not be revised. However, we guarantee that we shall provide you in this Policy all these changes as soon as they become available to us.

6. Your Choices Regarding These Technologies

Essential technologies will be placed in your web browser without your prior consent. These are being used to maintain the functionality of the Site. Any non-essential technologies will only be placed in your web-browser with your prior consent given to the controller.

7. Changes to This Policy

We may revise this Policy on occasion. If we make any material changes to the way we intend to use web technologies, we will prominently be posting the changes on the OMP.



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