

COOKIE POLICY

Last Updated: October 16, 2025

1. INTRODUCTION

This Cookie Policy explains how Pluto E-commerce & Marketing Inc] ("Company," "we," "us," or "our") uses cookies and similar tracking technologies on our website <https://ois.gold> (the "Site") and in connection with our AI-powered image generation services (the "Services").

By using our Site, you consent to the use of cookies and similar technologies as described in this Cookie Policy. You can manage your cookie preferences as described in Section 6 below.

This Cookie Policy should be read together with our Privacy Policy, which provides additional information about how we collect, use, and protect your personal information.

2. WHAT ARE COOKIES?

Cookies are small text files that websites store on your computer, mobile device, or tablet when you visit them. A cookie typically contains:

- The name of the website that created the cookie
- A unique identifier (a string of numbers and letters)
- An expiration date
- Information the website wants to remember about you

Cookies allow websites to recognize your device and remember information about your visit, such as your preferences, login status, and items in your shopping cart.

Types of Cookies by Duration

Session Cookies:

These are temporary cookies that are stored in your browser's memory only while you are actively using a website. They are automatically deleted when you close your browser. Session cookies are essential for basic website functionality, such as keeping you logged in as you navigate between pages.

Persistent Cookies (Permanent Cookies):

These cookies remain on your device for a set period (ranging from hours to years) or until you manually delete them. They are stored on your device's hard drive and are activated

each time you visit the website that created them. Persistent cookies are used to remember your preferences, login details, and track your behavior across multiple visits.

Types of Cookies by Origin

First-Party Cookies:

These are cookies set directly by our website (the domain you are visiting). We have full control over first-party cookies and use them to provide essential functionality and improve your experience on our Site.

Third-Party Cookies:

These are cookies set by external services or partners that we use on our Site (e.g., Google Analytics, Facebook Pixel). Third-party cookies enable these external services to track your activity across multiple websites. We do not have direct control over how third-party cookies are used by these external providers.

3. SIMILAR TRACKING TECHNOLOGIES

In addition to cookies, we use other tracking technologies that function similarly:

Web Beacons (Pixel Tags):

Small, invisible images embedded in web pages or emails that allow us to track whether you have viewed a particular page or opened an email. Web beacons are often used in combination with cookies.

Local Storage:

Technology that allows websites to store data locally in your browser (e.g., HTML5 local storage, IndexedDB). Local storage can hold more data than cookies and is not automatically sent to the server with every request.

SDKs (Software Development Kits):

In our mobile applications, we use SDKs provided by third-party services (e.g., analytics providers) that may collect information about your device and usage patterns.

Fingerprinting:

We do NOT use device fingerprinting technologies to track users across websites.

For simplicity, this Cookie Policy uses the term "cookies" to refer to cookies and all similar tracking technologies.

4. WHY WE USE COOKIES

We use cookies for several important purposes:

4.1 Essential/Necessary Cookies

These cookies are strictly necessary for the operation of our Site and Services. They enable core functionality such as:

- **Authentication:** Keeping you logged in as you navigate the Site
- **Security:** Protecting your account from unauthorized access and preventing fraud
- **Session Management:** Maintaining your session state and preferences during your visit
- **Load Balancing:** Distributing traffic across our servers for optimal performance
- **Payment Processing:** Enabling secure payment transactions

You cannot opt out of essential cookies because they are required for the Site to function properly. Disabling these cookies will prevent you from using certain features or accessing certain areas of the Site.

4.2 Analytics and Performance Cookies

These cookies help us understand how visitors interact with our Site by collecting and reporting information anonymously. They allow us to:

- Analyze website traffic and user behavior
- Measure the performance of different features
- Identify technical issues and errors
- Understand which pages are most popular
- Optimize the user experience based on usage patterns
- Conduct A/B testing to improve our Services

Analytics cookies do NOT collect personal information that directly identifies you. All data is aggregated and anonymized.

4.3 Functionality and Preference Cookies

These cookies allow our Site to remember choices you make (such as your language preference or region) and provide enhanced, personalized features. They help us:

- Remember your preferences and settings
- Provide personalized content and recommendations
- Enable social media features (e.g., sharing buttons)
- Remember your login details (if you choose "Remember Me")
- Store your AI generation preferences and saved styles

4.4 Advertising and Marketing Cookies

These cookies are used to deliver relevant advertisements and measure the effectiveness of our marketing campaigns. They:

- Track your browsing activity across websites
- Build a profile of your interests
- Deliver targeted ads on third-party platforms
- Measure ad performance and conversions

- Limit the number of times you see the same ad
- Attribute conversions to specific ad campaigns

Important: We do NOT sell your personal information collected through cookies. However, the use of third-party advertising cookies may be considered "sharing" or "targeted advertising" under certain privacy laws (e.g., CCPA, GDPR). You can opt out of these cookies as described in Section 6.

5. COOKIES WE USE

Below is a detailed list of the cookies we use on our Site, organized by category. This list may be updated from time to time as we add or remove services.

5.1 Essential Cookies (First-Party)

| Cookie Name | Duration | Description |
|-----------------------------|----------|---|
| <code>session_id</code> | Session | Maintains your session state while you are logged in. Deleted when you close your browser. |
| <code>auth_token</code> | Session | Authenticates your identity and keeps you logged in as you navigate the Site. |
| <code>csrf_token</code> | Session | Protects against Cross-Site Request Forgery (CSRF) attacks by validating form submissions. |
| <code>login_remember</code> | 30 days | If you check "Remember Me" at login, this cookie stores an encrypted token to keep you logged in across sessions. |
| <code>cookie_consent</code> | 1 year | Remembers your cookie preferences so we don't show the cookie banner on every visit. |
| <code>load_balancer</code> | Session | Directs your requests to the appropriate server for optimal performance. |

5.2 Analytics Cookies (Third-Party)

| Service | Cookie Name | Duration | Description |
|------------------|------------------|----------|---|
| Google Analytics | <code>_ga</code> | 2 years | Distinguishes unique users by assigning a randomly generated identifier. Used to calculate visitor, session, and campaign data. |

| | | | |
|-------------------------|--------------------------------------|----------|---|
| Google Analytics | <code>_ga_[container-id]</code> | 2 years | Stores and counts page views for the specific Google Analytics container. |
| Google Analytics | <code>_gid</code> | 24 hours | Stores and updates a unique value for each page visited. Used to distinguish users. |
| Google Analytics | <code>_gat</code> | 1 minute | Used to throttle the request rate to Google's servers. |
| Mixpanel | <code>mp_[token]_mixpanel</code> | 1 year | Tracks user behavior and events on the Site for product analytics and optimization. |
| Amplitude | <code>amplitude_id_[token]</code> | 10 years | Assigns a unique identifier to track user sessions and behavior across visits. |
| Hotjar | <code>_hjid</code> | 1 year | Assigns a unique ID to the visitor for heatmap and session recording analysis. |
| Hotjar | <code>_hjSessionUser[site_id]</code> | 1 year | Stores user session data for Hotjar analytics. |

What data is collected:

Analytics cookies collect information such as pages viewed, time on site, device type, browser, referral source, clicks, and navigation patterns. This data is aggregated and does not identify you personally.

5.3 Functionality Cookies (First-Party and Third-Party)

| Service | Cookie Name | Duration | Description |
|---------|----------------------------------|----------|--|
| сайт | <code>user_preferences</code> | 1 year | Stores your preferences such as language, theme (dark/light mode), and interface settings. |
| сайт | <code>recent_projects</code> | 30 days | Remembers your recently accessed projects for quick access. |
| сайт | <code>onboarding_complete</code> | 1 year | Tracks whether you have completed the onboarding tutorial. |