Astro

Cookie Policy

Version 1.0.1 - January 26, 2024

I. About Cookies

What are Cookies? A cookie is a technology for remembering something about you as our user. Cookies are small text files with information which are stored on your access device.

Without cookies, every website and every app simply loses its memory every time you visit a new page or open the app again. It would not remember who you are and what you did or what you like. Without this memory, we cannot show you the right language settings because we do not know where you are coming from. Without cookies, Astro would not be as enjoyable to use.

Cookies are not good or bad, but it is worth understanding what they are and to make your own decision on your data.

II. Types of Cookies

Some of the Cookies used by us will be automatically deleted from your hard drive at the end of your browser session (Session Cookies). We also use Cookies which remain on your hard drive for a certain period after the end of your browser session (Persistent Cookies). Then on your next visit, the country and language you selected on your last visit to our Website will immediately be recognized. These Persistent Cookies will be stored on your hard drive and deleted by the browser after the prescribed period. These Cookies may also include Cookies from third-party providers (Third-Party Cookies).

III. Your decision

What will you be asked to decide and when?

When you are visiting our Website, WebApp and when you are installing our app, you will be asked if you agree on the usage of cookies to track from whom of our partners you were sent to us and to show relevant information to you. You need to actively respond to that question to activate these cookies.

IV. Cookies covered by your consent

We are asking for your consent to use marketing cookies only. Cookies that enable us to improve the functionality and security of our Website, WebApp or App. We assume that you want us to remember you at your next login. We assume you want us to show you our website in the language you understand. And we assume you want us to improve our performance by e.g. letting us know how often you visited a specific Astro.io website and so, provide you with more relevant content.

To understand which cookies are covered by your consent here is a list of the marketing cookies we are using and what they are doing for us:

1. Use of Google Analytics and Google Tag Manager

Our Website and WebApp use Google Analytics and Google Tag Manager; web analysis services of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: "Google"). Google Analytics and Google Tag Manager use so-called "Cookies"; text files which are stored on your computer/smartphone and which enable analysis of your use of our Website and Web-App. The information generated by the Cookie about your use of our Website and Web-App is generally transmitted to a Google server in the USA and stored there. However, within member states of the European Union or in other parties to the Agreement on the European Economic Area, your IP address will be shortened by Google on our Website and WebApp.

Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and abbreviated there. Google will use this information on behalf of the operator of this Website and WebApp to evaluate your use of the Website, to compile reports about the Web activities and to render further services to the Website- and App operator connected with the Website-, app- and internet use. The IP address transmitted by your browser within the framework of Google Analytics and Google Tag Manager will not be merged with other data from Google.

You can find more detailed information about this at:
http://google.com/intl/de/analytics/privacyoverview.html

We hereby point out that, on our Website and WebApp, Google Analytics are expanded with the code "gat._anonymizeIp();" in order to guarantee an anonymized collection of IP addresses (so-called IP Masking).

We use the Google Tag Manager to manage data of the following performance marketing partners:

A. Twitter
Astro.io uses cookies to help us show relevant ads to users of Twitter Inc., 1355 Market Street, Suite 900, San Francisco CA 94103, USA (hereinafter "Twitter"). Cookies allow us to help deliver ads to people who have previously visited our website and to recommend our services based on that activity. We also use cookies to help measure the performance of our ad campaigns. We can see how many people from our Twitter campaigns take action on our site through these cookies. You can find further information here:
https://twitter.com/en/privacy

2. Use of Google Ads
We are using the remarketing function from Google Ads on our website. This function serves to present visitors to the Website with advertisements tailored to their interests, within the framework of the Google advertising network. The Website visitors' browser stores so-called "Cookies"; text files which are stored on your end device and which enable you to be recognized when you access websites which are part of Google's advertising network. You can then be shown advertisements related to content that you have previously accessed on websites which use Google's Remarketing function.
You can find further information about Google Remarketing and Google's Privacy Policy at:
http://google.com/privacy/ads/

3. Use of Facebook
We use cookies to help us show relevant ads to Facebook users. Cookies allow us to help deliver ads to you based on your previous activity on the website. We also use cookies to help measure the performance of our ad campaigns. We can see how many people from our Facebook campaigns take an action on our site through these cookies.
You can find further information about Facebook Cookie Policy and Facebook's Privacy Policy at:
https://www.facebook.com/policies/cookies/

V. Cookies to be used without your consent
The usage of cookies which ensure the functionality and security of our Website/Webapp or App is justified in accordance with Art. 6 (1) f) GDPR, which is why your explicit consent for using those cookies is not necessary. That is because for the usage of cookies that ensure the functionality and security of our products, we can assume that it is also in your interest that our Website, Web app and App are protected against breakdowns or damages that could impair the confidentiality of your data. Due to the usage of the following Cookies, we can e.g. analyze the cause of the disfunction or avoid the authenticity of your data will be impaired by e.g. spreading harmful program codes by unauthorized persons.

VI. Data that is necessary for a secure and efficient product

As explained under III. above, we are using cookies which are necessary for the functionality and security of our product and are not asking for your consent. Thereby, we are collecting the following data:

- IP address
- Date and time of the request
- Time zone difference to Central European (CET)
- Content of the request (specific page)
- Access status/http status code
- Volume of data transferred
- Website (from which the request comes)
- Information of the Browser
- Information of Operating system (e.g. version or producer)
- Information of the device
- Language and version of the browser software
- Referrer (the last visited website, if available)

VI. How to revoke your consent?

You have the right to revoke your consent to use marketing cookies at any time. If you do so, we will not process your data for these purposes anymore. The data processing that has been performed until receipt of your revocation stays legitimate. For your revocation there is no specific formal requirement. To change your Cookie Settings please write ask@astro.io on the bottom of our website.