

Cardtopia.com Cookie Policy

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1 Introduction

The United States Playing Card Company, 300 Gap Way, Erlanger, KY 41018 (hereinafter, “**Cartamundi**”, “**we**” or “**us**”), uses cookies and similar technologies on <https://cardtopia.com> (hereinafter “**website**”) to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

Applicable law may require us to obtain your consent for using or storing cookies (or similar technologies) on your computer or mobile device if such cookies are not strictly necessary for the website to function properly. This cookie policy (“**Cookie Policy**”) provides you with clear and comprehensive information about the cookies we use and the purposes for using them.

On your first visit to our website, we will offer you the possibility to set your preferences regarding cookies. You will have the options to accept all cookies, change your cookie preferences or reject all non-essential cookies. By clicking ‘manage preferences’ you can choose which type of cookies you would like our website to use. If you do not provide your permission, we will only place strictly necessary cookies.

Our Cookie Policy is an integral part of our [Privacy Policy](#) where you will find more information about how we process personal data in connection with the operation of our website.

It is important to read this Cookie Policy carefully. If you have any further questions about this Cookie Policy, you can reach us via email at privacy@cartamundi.com.

2 What are cookies?

Cookies are small files of information, stored by the internet browser on your computer or mobile device, when you visit a website or use a (mobile) application. They act as a kind of memory aid for a website.

Cookies (and other trackers) allow our website to easily track specific information about our visitors and their browsing behavior. We also use other technologies similar to cookies on our website. These include scripts, which are pieces of program code that are executed on our server, or on your equipment to make our website function properly and interactive.

Another example are web beacons (also called pixel tags), which are small, invisible pieces of text or images on a website that can be used to map website traffic. Cookies, web beacons, scripts and any other technologies similar to cookies are collectively referred to as ‘cookies’ in this Cookie Policy. Cookies can collect or access (personal) data from you on your device as clarified below.

Cookies can be set either by us (“first-party cookies”, i.e. cookies set directly by the website you are currently visiting) or by third parties (“third-party cookies”, i.e. cookies set by a different domain than the website you are currently visiting).

Third-party cookies ensure that certain data resulting from your visit to or use of our website, is transmitted to the third-party that placed the cookies.

Cookies are sometimes set only for the duration of your browsing session (“session cookies”, these are deleted when you close the browser) and sometimes for a longer period (“persistent cookies”, these remain in place until their expiry period as set by the provider has expired, or until you delete them before the expiry of that period).

3 Key concepts

- **First- and third-party cookies:** whether a cookie is 'first-' or 'third-' party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user at the time (e.g. cookies placed by our website). Third-party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.
- **Persistent cookies:** these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.
- **Session cookies:** these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

4 What categories of cookies do we use on our website?

Categories	Description
Strictly Necessary Cookies	Essential or strictly necessary cookies guarantee functions without which you would not be able to use our website as intended. Essential cookies can be divided into technically essential cookies and functional cookies. Technically essential cookies are purely necessary for technical reasons to enable communication between your device and our website. Functional cookies, ensure that the basic functionalities of our website works properly. These cookies are only set after you, the visitor, have taken a certain action on our website (e.g. communicating your cookie preferences). You cannot refuse the use of technically essential and functional cookies because they are necessary for the security and proper functioning of the basic functionalities of our website.
Functional Cookies	Functional / Preference or performance cookies collect information on how users interact with our website. These cookies collect information about your choices and preferences (e.g. your wish list etc.) and make your navigation more pleasant and personalized. For example, these cookies make it possible to memorize the language chosen during your first visit to our website in order to personalize it accordingly.
Performance Cookies	Performance cookies are used to gather information about your use of our website, in order to improve the content of our website, make it more suitable to your needs and increase its usability. For example, these cookies show us the most visited pages of our website or help to identify difficulties that may be encountered during navigation.
Marketing Cookies	By "marketing cookies" we mean advertising, tracking and social media cookies. This category of cookies mainly concerns cookies for the purpose of displaying advertisements, implementing functions on our website provided by social media and measuring how often these advertisements and functions are displayed and used respectively. This category includes, for example, the cookies that allow you to see advertisements from us on social networks that you use after visiting our website.

A full list of the specific cookies we use on our website is added under [section 8 below](#).

5 What personal data do we process through cookies, under what legal basis, for what purposes and for how long?

Purposes	Type of Personal Data	Grounds of Processing	Retention Period
Providing a secure and technically sound website by using strictly necessary cookies .	Electronic identification and usage data E.g. IP address, browser type, location data, by which route you arrive at our website, the type of device you use to visit our website, the web pages visited, the duration of visits, the way you navigate on the web pages visited.	Legitimate interest	For an overview of the time periods during which each cookie, records data, see section 8
The use of functional cookies on our website to collect your choices and preferences as well as make the navigation through our website more pleasant and personalized for you.		Consent	
The use of performance cookies on our website to understand how you use our website, with a view, among other things, to detecting navigation problems, and making our website more user-friendly and attractive.		Consent	
The use of marketing cookies on our website, for the purpose of displaying advertisements, for cross-device linking, implementing features on our website provided by social media, and measuring how often these advertisements and features are displayed and used respectively.		Consent	

6 How to control, disable and delete cookies?

You can delete or deactivate cookies from our website at any time, either via the cookie icon at the bottom left of your screen, via your web browser settings or on the websites of the various third parties that install cookies.

If you are using different computers, smartphones and/or tablets, please remember to set your cookie preferences on each of those devices.

7 Changing your cookie settings

7.1 Via the cookie banner

You can manage your cookie preferences at any time via the cookie icon at the bottom left of your screen.

7.2 Via your web browser

Most browsers are initially set up to automatically accept cookies. You can also change the settings to block cookies or to alert you when cookies are being sent to your device.

It is easy to manage cookies. Click on one of the links below to go directly to your browser manual:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)
- [Cookie settings in Microsoft Edge](#)

Warning: we have no control over the content of the linked pages. These links can be changed by the companies responsible for the respective browsers.

7.3 Third-party cookies

During your visit to our website, in addition to the cookies installed by us, cookies may sometimes also be installed by third parties.

Third-party cookies are entirely managed by third parties, and we have no control over the way in which these third parties manage the cookies in question or use the data collected in this way. We therefore advise you to consult the privacy policy and cookie policy of the third parties concerned if you would like more information about this.

Below you will find an overview of the cookies installed by third parties, as defined in the last column in [section 8 below](#). You are able to choose not to accept these third party cookies.

8 Which specific cookies do we use on our website?

8.1 Strictly Necessary Cookies

Host	Cookie name	Description	Expiration	Type of Service
cardtopia.com	ESW_LTI	This cookie is essential for managing and persisting delivery country, shopper currency, and pricing synchronization ID settings within the ESW solution. It ensures a consistent experience across pages and sessions by storing user preferences related to international pricing and checkout flows.	A few seconds	First party
	__Host-authjs.csrf-token	The token used to protect against CSFR attacks (cross-site request forgery).	Session cookie	First party
	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	1 year	First party

cardtopia.com	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. It contains no personal information.	179 Days	First party
	NEXT_LOCALE	Used to store the relevant currency and show correct pricing.	1 year	First Party
	eswCurrency	Used to store the selected country for cart checkout to function correctly.	Session	First Party
	eswCountry	Used to store the selected country for cart checkout to function correctly.	Session	First Party
	__Secure-xxxxxxx	These type of cookies are essential for securely handling form submissions and user interactions by verifying that actions are genuine and intended by the user. It supports secure and seamless redirection and is essential for authentication workflows.	Session	First Party
	currencyCode	Used to store the correct currency used in the store.	Session	First Party
	TSxxxxxxxxxx	This cookie name is used by sites written with Microsoft .NET based technologies to maintain an anonymised user session by the server	1 year	First Party
	TRUSR	Stores personal data collection optin / optout status.	10 years	First Party
	forterToken	This cookie stores the Forter-generated device identifier and is used to identify the browser between browsing sessions and to aid in fraud detection.	399 days	First Party
.cardtopia.com	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	One Year	First Party

.cardtopia.com	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	One Year	First Party
checkout.cardtopia.com	lti-necessary	Created by LTI for OneTrust integration to store the consent of the user for "Necessary" category.	One year	First Party
	ai_user	This cookie name is associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform. This is a unique user identifier cookie enabling counting of the number of users accessing the application over time. Used to track usage of the embedded video player.	One Year	First Party
checkout-ui-pqspqs-prod.azurewebsites.net	ARRAffinity	Routes user requests to the same server instance to maintain a user's session on a scaled Azure App Service.	Session	Third Party
	ARRAffinitySameSite	The ARRAffinitySameSite cookie is a cookie used by websites that run on Microsoft Azure to ensure that page requests from visitors are directed to the same server during a browsing session.	Session	Third Party
mountain.com	guid	This guid cookie is used to manage the AuthnRequest state and ensure that the FED TEMPORARY STATE cookie is valid for a specified validity duration when the AuthnRequest binding is set to HTTP-POST.	1 year	Third Party

8.2 Functional Cookies

Host	Cookie name	Description	Expiration	Type of Service
cardtopia.com	_vuid	A randomly generated identifier used to identify a visitor during a site visit.	Session	First Party
	ABTastyDomainTest	This cookie name is associated with ABTasty which is used by the website's operator in context with multi-variate testing to combine or change content on the website to find the best variation/edition of the site.	A few seconds	First Party

cardtopia.com	LtiLanguageIso	Used to remember your language preference.	Session	First Party
	ltk-suppress-249c0d31-35e3-4e88-96b9-4475770eae3f	Stores that a particular popup should not be shown again for a specified amount of time.	1 Day	First Party
	ltkpopup-session-depth	This cookie name is associated with listrak.com which is used to track the number of page views, so the new popup can load after viewing X number of pages.	Session	First Party
	lti-functional	Created by LTI for OneTrust integration to store the consent of the user for "Functional" category.	1 year	First Party
bigcommerce.com	__cf_bm	This CloudFoundry cookie is necessary to support Cloudflare Bot Management, currently in private beta. As part of BigCommerce's bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.	A few seconds	Third Party
a42cdn.usablenet.com	__cfllb	This cookie is used by Cloudflare for load balancing.	A few seconds	Third Party

8.3 Performance Cookies

Host	Cookie name	Description	Expiration	Type of Service
cardtopia.com	_hjSession_xx xxxx	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	A few seconds	First Party
	_hjSessionUser_xxxxxx	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	One year	First Party
	_hjTLDTest	Hotjar cookie that is used to determine the most generic cookie path that should be used, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, _hjTLDTest cookie is stored for different URL substring alternatives until it fails. After this check, the cookie is removed.	Session	First Party
	_ltk_recalls_trk	This cookie name is associated with Listrak. Temporarily stores recommendations click data until the	A few seconds	First Party

cardtopia.com		submission completes on next page load.		
	ABTasty	AB Tasty is a tool that is used for A/B testing and personalization. The cookie is used to record the visitor's experience and performance metrics to conduct tests and improve the user experience.	395 Days	First Party
	ABTastySession	AB Tasty is a tool that is used for A/B testing and personalization. The 'ABTastySession' cookie is used to track a visitor's session and behavior on the site for statistical and performance purposes.	395 Days	First Party
	catalyst.visitId	Cookie for tracking visits in BigCommerce.	A few seconds	First Party
	catalyst.visitorId	Cookie for tracking visits in BigCommerce.	399 Days	First Party
	ai_session	This cookie name is associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform. This is a unique anonymous session identifier cookie.	A few seconds	First Party
	lti-performance	Created by LTI for OneTrust integration to store the consent of the user for "Performance" category.	1 year	First Party
	_clk	This cookie is related to Microsoft Clarity analytics service. It is used to collect information about how visitors interact with the website, which helps in creating reports and improving the site.	1 year	First Party
	_clsk	Used by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording.	A few seconds	First Party
	_ga	Used by Google Analytics to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the website's analytics reports.	399 Days	First Party
	_ga_xxxxxxxxxxx	Used by Google Analytics to identify and track an individual session with your device.	399 Days	First Party
script.hotjar.com	_hjCookieTest	Common cookie name could have a number of different origins. Where this is first party and a session cookie, its most likely to do with checking to see if the browser is set to block or allow cookies.	Session	Third Party

8.4 Marketing Cookies

Host	Cookie name	Description	Expiration	Type of Service
cardtopia.com	ltkTestMode	Sets cookie if querystring contains ltkTestMode parameter to preserve test mode.	Session	First Party
	_trkt	A randomly generated identifier used to identify a visitor by device.	10 Years	First Party
	_cpid	A randomly generated identifier used to identify a visitor by device.	10 Years	First Party
	GSIDaHcwDd6TXCj	A randomly generated identifier used to identify a visitor by device.	10 Years	First Party
	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	10 Years	First Party
	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	89 Days	First Party
checkout.cardtopia.com	lti-targeting	Created by LTI for OneTrust integration to store the consent of the user for "Targeting" category.	One Year	First Party
	_pin_unauth	This cookie is associated with pinterest. It is used to track the usage of services.	1 year	First Party
doubleclick.net	IDE	Used by Google's DoubleClick to serve targeted advertisements that are relevant to users across the web. Targeted advertisements may be displayed to users based on previous visits to a website. These cookies measure the conversion rate of ads presented to the user.	399 Days	Third Party
	test_cookie	Used to check if the user's browser supports cookies.	A few seconds	Third Party
facebook.com	fr	Facebook cookie that contains browser and user unique ID combination, used for targeted advertising.	89 Days	Third Party
at1.listrakbi.com	_vuid	A randomly generated identifier used to identify a visitor during a site visit.	A few seconds	Third Party
	AWSALB	AWS-managed cookie used for load balancing functionality.	6 days	Third Party
	AWSALBCORS	AWS-managed cookie used for load balancing functionality.	6 days	Third Party
s1.listrakbi.com	AWSALB	AWS-managed cookie used for load balancing functionality.	6 days	Third Party
	AWSALBCORS	AWS-managed cookie used for load balancing functionality.	6 days	Third Party
listrakbi.com	gsid	A randomly generated identifier used to identify a visitor by device.	10 years	Third Party
	scasid-	A randomly generated identifier used to track cart contents by device.	One year	Third Party

litrakbi.com	trusr	Stores personal data collection optin / optout status.	One year	Third Party
	scasid	A randomly generated identifier used to track cart contents by device.	One year	Third Party
	scasid-aHcwDd6TXCyj	A randomly generated identifier used to track cart contents by device.	One year	Third Party
	gsid-aHcwDd6TXCyj	A randomly generated identifier used to identify a visitor by device.	10 years	Third Party
	usid	A randomly generated identifier used to identify a visitor by merchant across devices.	10 years	Third Party
	ltk_recs_trk	A cookie that tracks user activity, such as items browsed, abandoned in a cart, or purchased, to build a profile of a visitor's interests and actions on the website.	A few seconds	Third Party
google.com	NID	Used by Google to provide ad delivery or retargeting, and store user preferences.	180 Days	First Party
pinterest.com	ar_debug	Checks whether a technical debugger-cookie is present.	One Year	Third Party
ct.pinterest.com	_pinterest_ct_ua	This cookie is identical to _pin_unauth, but as a third party cookie. Placed by the Pinterest tag when they are unable to match the user. It contains a unique UUID to group actions across pages.	One Year	Third Party
px.mountain.com	tt	Registers the website's speed and performance metrics. This function can be used in context with statistics and load-balancing. It helps in monitoring the performance of the website and ensuring optimal user experience.	One Year	Third Party

We cannot guarantee that the above list will be complete at all times, but we do our best to keep the list up to date. In any case, we will not place optional cookies without your consent.

9 Changes to this Cookie Policy

We may update this Cookie Policy from time to time. In circumstances where a change will materially change the way in which we collect or use your personal data, we will inform you accordingly.

10 Do you have any questions or a complaint?

If you have any comments, questions or complaints, you can reach us via email, at privacy@cartamundi.com.

For all information related to your rights regarding the processing of personal data and complaints, please refer to our [Privacy Policy](#).

Version control

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