



# Cookie Policy

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## Information about our use of cookies

Our website uses cookies 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. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

**Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

**Analytical/performance cookies.** They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

**Functionality cookies.** These are used to recognize you when you return to our website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed.

The name of the cookies used by the Site and the purposes for which these cookies are used are as follows:

### Google Analytics

We use Google Analytics to analyse how website visitors interact with our website. We use this information to identify trends and help us improve our website.

The cookies collect information in an anonymous form about visitors to the site, including what pages they visited, how long they stay on each page for and the number of clicks.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

### Pardot

Pardot tracks visitor and prospect activities on our website and landing pages by setting cookies on browsers. Cookies are set to remember preferences (like form field values) when a visitor returns to our site.



Pardot sets two kinds of cookies.

- The visitor cookie is composed of a unique visitor ID and the unique identifier for our account. For example, the cookie name "visitor\_id12345" stores the visitor value "1010101010", and "12345" is the account identifier. This cookie is set for visitors by the Pardot tracking code.
- Tracking opt-in preferences, the pi\_opt\_in cookie is set with a true or false value when the visitor opts in or out of tracking.

[https://help.salesforce.com/articleView?id=pardot\\_basics\\_cookies.htm&type=5](https://help.salesforce.com/articleView?id=pardot_basics_cookies.htm&type=5)

## **Live Chat**

The so called 'cookies' are used while using Services or products rendered by LiveChat, Inc. or browsing any of the website where Live Chat Services are installed. These are pieces of information sent by the server, stored on a user's computer for the purpose of automatic identification of a particular user when using Live Chat Services. 'Cookies' are used by LiveChat, Inc. solely with the purpose of personalizing a particular user.

<https://www.livechatinc.com/legal/privacy-policy/>

Please note that third-parties (including, for example, providers of external services like web traffic analysis services and social media) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. For more information about how to reject cookies using your internet browser settings, please consult the "Help" section of your internet browser (or alternatively visit [www.aboutcookies.org](http://www.aboutcookies.org)).

Except for essential cookies, all cookies will expire after a period of time.