

## **COOKIES POLICY**

*Version November 2021*

### **1. Purpose**

1. The purpose of this policy is to inform you clearly and precisely about the cookies used on the Website.

### **2. What are cookies?**

1. A cookie is a small text file that websites install on the computer or mobile device of users who visit them or the use of other similar technologies.
2. Cookies make it possible for a website or digital platform to remember a User's actions and preferences (login ID, password, language, font size and other display preferences), so that the User does not have to reconfigure them upon return to the Website.
3. A distinction is made between first-party and third-party cookies, as well as between technical cookies (which allow the user to browse), preference or personalisation cookies (which allow information to be remembered), analysis or measurement cookies (which permit monitoring and analysis) and behavioural advertising cookies (which allow a specific profile to be developed to display advertising based on the said profile), as well as session cookies and persistent cookies depending on the length of time spent.

### **3. What cookies do we use?**

1. Technical cookies

We use technical cookies or similar technologies. These cookies are considered essential for browsing our Website since they facilitate the use of its features or tools that we offer from our Website. In particular, we use the following:

<b>Cookie</b>	<b>Own / Third party</b>	<b>Purpose</b>	<b>Session / Persistent</b>
Opticks ad fraud technology	Own	Ad fraud prevention	Session
_cf_bm	hubspot.com	This cookie is necessary to distinguish between humans and bots.	1 day

2. Preference cookies

These cookies allow to remember information, so that users may access the service under certain conditions that distinguish their experience from that of other users. In particular, we use the following:

Cookie	Own / Third party	Purpose	Session / Persistent
lang	ads.linkedin.com	This cookie remembers the language selected by a user with which to view a website.	Session

3. Analytical cookies

These are cookies, either our own or third-party cookies, that allow us to provide you with a good browsing experience during your visit to our Website. They allow us to analyse the use of the Website so that we can perform metrics and improve its performance. In particular, we use the following:

Cookie	Own / Third party	Purpose	Session / Persistent
_ga	Google Analytics	This cookie records a unique identification used to generate statistical data about how the visitor uses the website.	2 years
_gat	Google Analytics	This cookie is used by Google Analytics to control the rate of requests.	1 day

_gid	Google Analytics	This cookie records a unique identification used to generate statistical data about how the visitor uses the website.	1 day
_hjAbsoluteSessionInProgress	Own	This cookie is used to count the number of times a website has been visited by different visitors. This is achieved by assigning a random ID to the visitor, to avoid double visitor registration.	1 day
_hjFirstSeen	Own	This cookie is used to determine whether the visitor has previously visited the website or whether a new visitor is being treated.	1 day
_hjIncludedInPageviewSample	Own	This cookie is used to detect whether user navigation and its interactions are included in the website's data analysis.	1 day

AnalyticsSyncHistory	linkedin.com	This cookie is used in connection with data synchronization with the third party analytics service.	29 days
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4. Behavioural advertising and social media cookies

These are cookies that help us to remember your preferences, allowing us to market more efficiently and tailor that marketing to your interests. This also allows us to improve our Website by facilitating the way in which we interact with our users. In addition, these cookies allow you to express your opinion by facilitating interaction with social networks. In particular, we use the following:

Cookie	Own / Third party	Purpose	Session / Persistent
_ptq.gif	hubspot.com	This cookie sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session
_fbp	Facebook	This cookie is used by Facebook to provide a range of advertising products such as real-time bids from third-party advertisers.	3 months

bcookie	LinkedIn	This cookie is used by the LinkedIn social networking service to track the use of embedded services.	2 years
bscookie	LinkedIn	This cookie is used by the LinkedIn social networking service to track the use of embedded services.	2 years
lang	LinkedIn	This cookie is set by LinkedIn when a webpage contains an embedded "Follow us" pane.	Session
lidc	LinkedIn	This cookie is used by the LinkedIn social networking service to track the use of embedded services.	1 day
tr	Facebook	This cookie is used by Facebook to provide a range of advertising products such as real-time bids from third-party advertisers.	Session

UserMatchHistory	LinkedIn	This cookie is used to track visitors on multiple websites to present relevant advertising based on visitor preferences.	29 days
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#### 4. **Cookie preferences panel**

1. You can check the cookies we use through our cookie preference panel. You can also use this panel to accept and reject cookies from our Website.

#### 5. **How do I set or delete cookies?**

1. In addition to managing consent through our preference panel, you can accept, block or delete the cookies installed on your device by configuring the options it offers. However, this may affect the operation of the Website, making the user experience less satisfactory or even preventing the use of the Website.
2. You can also find more information about cookies in this [Guide](#).

#### 6. **Modification**

1. Opticks reserves the right to modify this Cookies Policy in accordance with the provisions of the Legal Notice [https://resources.optickssecurity.com/hubfs/GDPR/OPTICKS\\_legal\\_notice.pdf](https://resources.optickssecurity.com/hubfs/GDPR/OPTICKS_legal_notice.pdf).

#### 7. **Contact**

1. For any general enquiries relating to our Cookies Policy, Users may contact us directly by:
  - E-mail: [privacy@optickssecurity.com](mailto:privacy@optickssecurity.com)
  - Contact form available on the Website <https://www.optickssecurity.com/contact-us>.