



COOKIES POLICY

VERTICATE LTD (*hereinafter referred to as “the Company”, “We”, “Us”, “Our”*)

www.Verticate.io (*hereinafter referred to as the “Website” or “Platform” interchangeably*)

Please read this Cookies Policy carefully before accessing, browsing, creating an Account or using the Website and/or purchasing any of our Products. It is intended for the reader of this Cookies Policy to have an understanding of and accept the Company’s Terms and Conditions. Your access to and use of the Website is conditioned on your understanding of and compliance of this Cookies Policy.

1. Cookies

1.1. This website uses Cookies to better the Users experience while visiting the website.

1.2. Cookies are files sent by web servers to web browsers and stored by the web browsers.

1.2.1. Cookies are small strings of text used to store information that are relevant to your behaviour on the web, your preferences or your device.

1.2.2. Cookies are mainly used to adapt the operation of the Website to your expectations, offering a more personalised browsing experience, and memorizing the choices you made previously.

1.3. The information is then sent back to the server each time the browser requests a page from the server. This enables a web server to identify and track web browsers.

1.4. There are two main kinds of Cookies: “persistent” Cookies and “session” Cookies.

1.4.1. A persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date;

1.4.2. A session cookie will expire at the end of the user session, when the web browser is closed.

1.5. Cookies used are both Session and Persistent Cookies regarding our services.



1.6. Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored and obtained from cookies.

2. Purpose

2.1. In order to provide a complete service, the Company utilises Cookies;

2.1.1. To enable certain functions of our Services, including unique User identification.

2.1.2. Keep user logged in.

2.1.3. To provide analytics. We use cookies to help us analyse the use and performance of our website and services.

2.1.4. To store your preferences. We use cookies to store information about your preferences and to personalise our website for you.

2.1.5. To facilitate the Services.

2.1.6. To enable advertisements delivery. We use cookies to help us display advertisements that will be relevant to you.

2.2. We will ask the User when we need further information that requires personal identification to allow us to connect to the User.

3. Google Cookies

3.1. The Company uses Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of Cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store and use this information. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

3.1.1. Analytics may collect information through log data, including, but not limited to:

3.1.1.1. Internet Protocol (IP) address;

3.1.1.2. Type of browser and device;

3.1.1.3. Operating system;

3.1.1.4. Name of the Internet Service Provider (ISP);

3.1.1.5. Country Information;

3.1.1.6. Date and time of visit;

3.1.1.7. Web page of origin (referral) and exit;

3.1.1.8. Number of clicks.



3.2. The Company publishes Google AdSense interest-based advertisements on this website. These are tailored by Google to reflect your interests. To determine your interests, Google will track your behaviour across the web using Cookies. You can view, delete or add interest categories associated with your browser using Google's Ads Preference Manager, available at <http://www.google.com/ads/preferences/>. You can opt-out of the AdSense partner network cookie at http://www.google.com/privacy_ads.html.

3.3. However, this opt-out mechanism uses a cookie, and if you clear the Cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, you should use the Google browser plug-in available at <http://www.google.com/ads/preferences/plugin>.

4. Third-Party Cookies

4.1. In addition to our Cookies, we may also use various third-party Cookies to report usage statistics of the Services, deliver advertisements, analytics etc.

4.2. When you use this website, the following third party Cookies may be sent;

4.2.1. Google Analytics: We use Google Analytics to help measure how users interact with the Company. (<https://policies.google.com/privacy>).

4.2.2. Google: Advertising: We use Google Ads to deliver targeted advertisements to individuals with the Company. (<https://policies.google.com/privacy>)

4.2.3. Other third parties, for the purposes of sharing data, relaying e-mails, image storage or processing providers.

4.2.4. Third parties may serve cookies on your computer, mobile or other device, to serve advertising through our Website.

4.2.4.1. These parties may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in.

4.2.4.2. A technology may be employed that is used to measure the effectiveness of advertisements. This can be accomplished by using cookies or web beacons to collect information about your visits to this and other sites, in order to provide relevant advertisements about goods and services of potential interest to you.



4.2.4.2.1. The information collected through this process does not enable us or the third parties to identify your name, contact details or other details that directly identify you, unless you choose to provide these.

5. Refusing Cookies

5.1. Most browsers allow you to refuse to accept Cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version.

5.1.1. For further information about blocking and deleting cookies, you can visit the following links:

5.1.1.1. Chrome: <https://support.google.com/chrome/answer/95647>;

5.1.1.2. Firefox: <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop>;

5.1.1.3. Opera: <https://help.opera.com/en/latest/security-and-privacy/>;

5.1.1.4. Internet Explorer: <https://support.microsoft.com/engb/help/17442/windows-internet-explorer-delete-manage-cookies>;

5.1.1.5. Safari: <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>;

5.1.1.6. Edge: <https://support.microsoft.com/en-gb/help/4468242/microsoft-edge-browsing-data-and-privacy>.

5.2. Blocking Cookies will have a negative impact upon the usability of some websites.

5.3. If you block cookies, you may not be able to use all the features on our website.

6. Your Choices

6.1. If you would like to delete Cookies or instruct your web browser to delete or refuse Cookies, please visit their respective websites.

6.2. If you remove or restrict Cookies from this website, the website may cease to function as intended.

6.3. For further Consumer Information regarding Cookies, please visit;

6.3.1. All About Cookies: [Http://www.allaboutcookies.org](http://www.allaboutcookies.org)



6.3.2. Network Advertising Initiative: [Http://www.networkadvertising.org](http://www.networkadvertising.org)

6.4. If you require further clarification regarding any matter contained within this policy, please contact us at Contact@Verticate.io.

