



## Act-On Cookie Policy

Effective: July 30, 2020

Our website (the “Site”) uses cookies and/or other similar technologies to collect and store certain information. These typically involve pieces of information or code that a website transfers to or accesses from your computer hard drive or mobile device to store and sometimes track information about you. Cookies and similar technologies enable you to be remembered when using that computer or device to interact with websites and online services and can be used to manage a range of features and content as well as storing searches and presenting personalized content.

Our Site uses cookies and similar technologies to distinguish you from other users of our Site. This helps us to provide you with an enhanced personalized experience when you browse our Site and also allows us to improve our Site and track how it is performing.

When you first visit our Site, you will be notified that we use first and third party cookies to help the Site function efficiently, to give you a smooth customer experience and to deliver our ads. Most web browsers automatically accept cookies and similar technologies, but if you prefer, you can change your browser settings to prevent that. We also give you information about how to disable cookies below. However, you may not be able to take full advantage of all aspects of our Site and some aspects such as the online ordering process may not work at all if you do so.

A number of cookies and similar technologies we use last only for the duration of your web session and expire when you close your browser. Others are used to remember you when you return to the Site and will last for longer. Some cookies will also record where you came to our Site from and where you visit once you have left our Site.

We use cookies and/or other similar technologies, either alone or in combination with each other to create a unique device ID.

We use the following types of cookies:

Type of cookies	Purpose of these cookies
-----------------	--------------------------

<p>Strictly necessary cookies</p>	<p>These are cookies that are required for the operation of our website and under our terms with you. They include, for example, cookies that enable you to log in to secure areas of our website and use a shopping cart for our legitimate interests of selling our products online and to secure the Site or to take steps to and / or deliver our products to you. Strictly necessary cookies are required for the Site to work. You can learn more about cookies here <a href="http://www.allaboutcookies.org/">http://www.allaboutcookies.org/</a>.</p>
<p>Functionality cookies</p>	<p>These are used to recognise you when you return to our website. This enables us, subject to your choices and preferences, to personalise our content, greet you by name and remember your preferences (for example, your choice of language or region) performing our obligations in response to your requests and to give you a tailored customer experience. These cookies help our Site work and perform the actions which you request. You can learn more about cookies here <a href="http://www.allaboutcookies.org/">http://www.allaboutcookies.org/</a>.</p>
<p>Analytical/performance cookies</p>	<p>These cookies 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 for our legitimate interests of improving the way our website works, for example, by ensuring that users are finding what they are looking for easily. We work with third parties to deliver these cookies. For more information see below.</p>



Targeting/Advertising cookies

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information subject to your choices and preferences to make our advertising more relevant to your interests. We may also share this information with third parties for this purpose. These cookies are also delivered in our marketing emails which we may send to you. We may also work with advertising networks that gather information about the content on websites and apps you visit, your interests, demographic information about you and information on other websites and services you visit. This may result in you seeing our advertisements when you visit other websites and services of third parties. We may also use information collected about you (by us or third parties we work with) to allow third parties to find other people who share similar interests or demographic factors to you and show them online ads relating to our products. Some third parties which we work with place you in a market segment based on your use of their Site and we use this information to also deliver our ads. We work with third parties to deliver these cookies.

We may disclose Personal Data to the following third parties with which we work with and through which these cookies are delivered. Examples include (in alphabetical order):

- **Bing** – This cookie identifies you as a unique visitor to our Site. It allows Microsoft to match data from our site with other data they hold about your online activity. We use this to deliver ads to you and measure how our ads perform to individuals based on the market segment that Microsoft places them in. For more information please see here <https://about.ads.microsoft.com/en-us/resources/policies/personalized-ads>.
- **Capterra** - We use Capterra to advertise our services. This service uses first-party and third-party cookies. For information on Capterra's cookie policy, visit <https://www.capterra.com/legal/cookie-policy>.
- **Drift** - We use Drift to provide live conversational marketing and chat on our Site. Drift requires cookies in order to store a chat ID to identify the device during visits and to store user's preferences. You can find more here: <https://www.drift.com/privacy-policy/>.



- **Facebook** – we use Facebook cookies and pixels to help deliver our advertising on Facebook. This means you may see our ads when you use Facebook because you have visited our site and to help integrate with our Facebook advertising services we use as set out below. In accordance with your Facebook privacy settings, please visit your Facebook privacy settings to learn more and see here <https://www.facebook.com/policy.php>.
- **Google Analytics, Adwords and Optimize** – we use Google Analytics to distinguish visitors to our Site, to measure traffic on Site, deliver a secure service and ensure that we can deliver our content to you. We also use Google cookies to deliver our ads to you. This also helps us understand the high-level demographics of visitors to our Site and helps us understand how many users click on our ads, go on to buy our products, etc. Google Optimize uses anonymized and aggregated data to improve the user experience of our Site. Your Google preferences may also be stored by these cookies, for example, preferred language and number of search results you see per page. We also use Google to help determine how ads perform within certain market segments. You can learn more here including about how to opt-out at the below links:
  - <https://policies.google.com/privacy>
  - <https://tools.google.com/dlpage/gaoptout>
  - <https://adssettings.google.com/>
- **HotJar** – we use HotJar to help create market segments of customers which we think may be interested in our products, which we use through our other advertising partners to show online advertisements to you and users who may share characteristics with you on other websites and apps. To learn more please visit the "End Users" section of HotJar's privacy policy and to opt-out visit here <https://www.hotjar.com/legal/compliance/opt-out>.
- **Oktopost** - We use Oktopost to track website visits that originate from our social posts on LinkedIn and Twitter. Tracking cookies are used to record interaction with the okt.to links from these sources. Learn more here: <https://www.oktopost.com/privacy>.
- **Twitter** – we use Twitter cookies to deliver our ads on the Twitter platform to you and to those other Twitter users who might be interested in our Products based on their online activities including on the Twitter platform. Please visit your own Twitter privacy settings to configure how ads are displayed to you and also see here <https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>.



## Disabling cookies

Some people prefer not to allow cookies, which is why most browsers give you the ability to manage cookies to suit you. In some browsers you can set up rules to manage cookies on a site-by-site basis, giving you more fine-grained control over your privacy. What this means is that you can disallow cookies from all sites except those that you trust.

Browser manufacturers provide help pages relating to cookie management in their products. Please see below for more information.

- Google Chrome
- Internet Explorer
- Mozilla Firefox
- Safari (Desktop)
- Safari (Mobile)
- Android Browser
- Opera
- Opera Mobile

For other browsers, please consult the documentation that your browser manufacturer provides.

You can opt out of interest-based targeting provided by participating ad servers through the Digital Advertising Alliance (<http://optout.aboutads.info/>). In addition, on your iPhone, iPad or Android, you can change your device settings to control whether you see online interest-based ads.

If you limit the ability of websites and applications to set cookies, you may worsen your overall user experience and/or lose the ability to access the services, since it will no longer be personalized to you. It may also stop you from saving customized settings, like login information.