

Cookie Policy

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1. Introduction

- 1.1. To review or manage your cookie consent choices and for a list of the cookies and similar technologies that we use when you visit our Websites (as defined below) as well as a description of the purposes and the duration that they will stay on your browser or device. The footer of our homepage gives you a link to update your preferences.
- 1.2. This Cookie Policy explains how $\{Company\}$ (collectively " **$\{Company\}$** ", "we", "us", and "ours"), use cookies and similar technologies to recognize you when you visit our websites, including without limitation $\{website\}$ and any related URLs, mobile or localized versions and related domains / sub-domains ("Websites"). It explains what these technologies are and why we use them, as well as the choices for how to control them. We respect your privacy and data protection rights and recognize the importance of protecting the personal data ("**Personal Data**") we collect and process. This Cookie Policy ("**Policy**") is designed to help you to understand what personal data we collect about you and how we use and share it. It also describes how you can access and update this information.

2. Cookies and similar technologies and the processing of personal data

- 2.1. We may process personal data about you when we use cookies or similar technologies, for example, your IP address, username, unique identifier, or an email address. Where we do so we will only process your personal data in compliance with our Privacy Policy. You can read about how and why we collect your personal data, who we may share your personal data with and how you can exercise your rights under applicable data protection law [here](#).

3. What are cookies

- 3.1. Cookies are small data files that are placed on the browser on your computer or mobile device when you visit a website and use its functions, or use an app. Cookies are widely used by online service providers to facilitate and help to make the interaction with users faster and easier (by helping us to distinguish between you and other users and enabling us to retrieve things like your settings and preferences), as well as to provide reporting information and facilitate online advertising.
- 3.2. Cookies set by us on the Websites are called "first party cookies". Cookies on the Websites set by parties other than ours are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the Websites (e.g. advertising, interactive content and analytics).

4. Why do we use cookies

- 4.1. We use first party and/or third party cookies on our Websites for various purposes such as:
 - to facilitate the operation and functionality of our Websites;
 - to improve your experience of our Websites and make navigating around them quicker and easier;
 - to allow us to make a bespoke user experience for you and for us to understand what is useful or of interest to you;
 - to analyze how our Websites are used and how best we can customize them;
 - to identify future prospects and personalize marketing and sales interactions with them;
 - to facilitate the tailoring of online advertising to your interests.

5. What type of cookies do we use and what are they used for

5.1. We use the following types of cookies in our Websites:

Essential / Necessary Cookies:

We use essential cookies to make our Websites work. These cookies are strictly necessary to enable core functionality such as security, network management, your cookie preferences and accessibility. Without them you wouldn't be able to use basic services. You may disable these by changing your browser settings, but this may affect how the Websites function.

Performance, functionality and preferences cookies:

These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality like videos may become unavailable or you would be required to enter your login details every time you visit the Websites as we would not be able to remember that you had logged in previously.

Statistics: analytics and customization cookies:

These cookies collect information that is used to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customize our Websites for you.

We use cookies served by Google Analytics to collect limited data directly from end-user browsers to enable us to better understand your use of our Websites. Further information on how Google collects and uses this data can be found at:

<https://www.google.com/policies/privacy/partners/>. You can opt-out of all Google supported analytics on our Websites by visiting: <https://tools.google.com/dlpage/gaoptout>.

Marketing and advertising cookies:

Account-based marketing cookies enable us to identify future prospects and personalize sales and marketing interactions with them.

These cookies collect information over time about your online activity on the Websites and other online services to make online advertisements more relevant to you. This is known as interest-based advertising. They also perform functions like preventing the same ad from continuously reappearing and ensuring that ads are properly displayed for advertisers.

Unclassified and third-party cookies:

Some cookies that have been set on our Websites are not set on a first party basis by us. The Websites can be embedded with content from third parties to serve advertising. These third party service providers may set their own cookies on your web browser. Third party service providers control many of the performance and functionality, advertising, marketing and analytics cookies described above. We do not control the use of these third party cookies as cookies can only be accessed by the third party that originally set them.

For a complete list of cookies we use, please write florence@impala.run.

6. Other technologies

- 6.1. Cookies are not the only way to recognize or track visitors. We may use other similar technologies too, like web beacons, tags, pixels, clear gifs, caching and local browser storage. We may use similar technologies like web beacons (sometimes called "tracking pixels" or "clear gifs") from time to time, Their function is to provide us with statistical information about site traffic and how people navigate through our site, as well as to facilitate marketing and interest-based advertising. Web beacons are typically transparent graphic images placed on a site.

Web beacons are used in combination with cookies to measure the actions of visitors on websites and so declining cookies will impair their functioning. We and our marketing and advertising partners may use web beacons to obtain information such as the URL of the page on which the beacon appears, the time the page containing the beacon was viewed, and the type of browser used to view the page.

We may also use web beacons in marketing emails sent by our system. If you receive the HTML formatted version of such emails and your email is configured to download images, a record of whether or not you open the email (and, if you open the email, how frequently you open it) will be saved with your subscriber history. Your engagement with the content of the communication (such as which links you click on) will also be recorded.

We also use caching and local storage in your browser to store personalization settings such as your language and which tabs you were last viewing inside our product. This allows us to enhance your experience and resume sessions where you left off.

We may use this information to give us an indication of the popularity of content and to help us make decisions about future content and formatting. We may also use the information to publish more content relevant to users in future issues and to unsubscribe recipients who haven't opened our emails for a period of time.

7. Controlling cookies and similar technologies - E.U users

- 7.1. You can set and change your preferences, at any time, by going to our homepage and in the footer click the link for cookie preferences.

8. Blocking and disabling cookies and similar technologies

- 8.1. Wherever you're located you may also set your browser to block cookies and similar technologies, but this action may block our essential cookies and prevent our website from functioning properly, and you may not be able to fully utilize all of its features and services. You should also be aware that you may also lose some saved information (e.g. saved login details, site preferences) if you block cookies on your browser. Different browsers make different controls available to you. Disabling a cookie or category of cookie does not delete the cookie from your browser, you will need to do this yourself from within your browser, you should visit your browser's help menu for more information.

9. Targeted advertising

- 9.1. You can opt-out of interest-based advertising facilitated by the cookies on our Websites by opting out of advertising cookies. In addition, you can opt-out of interest-based advertising from participating members of the following advertising industry associations:

- [Network Advertising Initiative](#)
- [Digital Advertising Alliance \(website ads\)](#)
- [Digital Advertising Alliance \(ads in mobile apps\)](#)
- [Youronlinechoices.com \(if you are in Europe\)](#)

Not all companies that serve targeted ads participate in these opt-out programs, so even after opting-out, you may still receive some cookies and interest-based advertisements from other companies. If you opt-out of targeted ads, you will still see advertisements online, but they may be less relevant to you.

You can also use your mobile device settings to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

You will need to apply all of the settings described above on each device on which you want the settings to be applied.

10. Changes to his notice and questions

- 10.1. We may amend or update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

11. Contacting us

- 11.1. If you have any questions, comments or concerns about cookies or other technologies, please submit any questions, comments or concerns in writing to request to our Data Protection Officer at florence@impala.run.

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