

Cookies Policy

Please read this cookies policy carefully as it contains important information on who we are and how we use cookies on our website. This policy should be read together with our privacy policy (<https://vorboss.com/documents/privacy-policy>) which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and the Information Commissioner's Office (ICO) if you have a complaint.

Our website

When you visit the Vorboss website or any of our web-based administration portals, we will collect information about your use of our website. This can include your IP address, browser, operating system and, if you clicked a link to one of our sites on another website, the address of that webpage.

Throughout our website we may link to other websites owned and operated by certain trusted third parties to make additional products and services available to you. These other third-party websites may also use cookies or similar technologies in accordance with their own separate policies. For privacy information relating to these other third-party websites, please consult their policies as appropriate.

Cookies

A cookie is a small text file which is placed onto your device (e.g., computer, smartphone or other electronic device) when you use our website. We use cookies on our website. These help us recognise you and your device and store some information about your preferences or past actions.

For example, we may monitor, how many times you visit the website, which pages you go to, and the links you have followed. This information helps us to build a profile of our users and provide you with a good experience when you browse our website and allows us to improve our site. Some of this data may be aggregated or statistical, which means that we will not be able to identify you individually.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

For further information on cookies generally, including how to control and manage them, visit the guidance on cookies published by the UK Information Commissioner's Office at <https://ico.org.uk/for-the-public/online/cookies/>, or other third party information sources such as www.aboutcookies.org or www.allaboutcookies.org.

Consent to use cookies and changing settings

We will ask for your consent to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested.

You can withdraw any consent to the use of cookies (including those which are essential to the services requested) or manage any other cookie preferences by going to your settings in 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 and functionality of the site may be affected.

Our use of cookies

We use the following types of 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.** We use analytics technology such as Google Analytics and Hotjar to allow us to recognise 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 recognise you when you return to our website. This enables us to personalise 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. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

List of cookies used:

You can find more information about some of the key individual cookies we use and the purposes for which we use them in the table below:

Third Party Cookie Provider	Cookie Pattern	Cookie Description / Purpose	Further Information
Hubspot	__hs*	<p>Hubspot sets a number of tracking cookies when a visitor lands on our website which help us to understand the behaviour of visitors of our website better. Hubspot cookies include:</p> <ul style="list-style-type: none"> • Necessary cookies, for example to record the categories of cookies a visitor consented to. • Analytics cookies, for example to keep track of sessions (e.g. to determine if a visitor has restarted their browser) and to keep track of a visitor's identity. 	https://knowledge.hubspot.com/privacy-and-consent/what-cookies-does-hubspot-set-in-a-visitor-s-browser
Microsoft Clarity	_cl*	We use cookies placed by Microsoft Clarity to store information on how visitors to our website use the website. The information collected helps us to create analytical reports of how well the website is functioning.	https://learn.microsoft.com/en-us/clarity/setup-and-installation/cookie-list
Facebook/Meta	_f*	Where we have Meta Pixel installed on our website at any given time, we use Facebook/Meta cookies to track visitor activity by automatically saving a unique identifier if one doesn't already exist for that visitor.	Not available
Google Analytics	_ga*, _gcl*, _gid*	Google Analytic cookies are used on our website to analyse visitor activity and track session profiles, allowing us to analyse usage statistics. These cookies also help us to distinguish one visitor from another by assigning a randomly generated number as a client identifier.	https://policies.google.com/technologies/partner-sites

		<p>This is used additionally by Google Analytics to throttle request rate.</p> <p>We also use Google Analytics to measure ad and campaign performance and conversion rates, i.e. by determining how many times visitors click on our ads and then take further action on our website.</p>	
HotJar	_hj*	Hotjar cookies allow us to better understand visitors' experience when visiting our website (for example, how much time they spend on which pages, which links they choose to click, what they do and don't like, etc.). This helps us to build and change our website to better service visitors.	https://help.hotjar.com/hc/en-us/articles/6952777582999#tracking_code_cookies
Bing Ads	_ue*	We use cookies utilised by Microsoft Bing Ads for tracking purposes. They allow us to engage with a visitor that has previously visited our website and increase the effectiveness of ad campaigns.	Not available
LinkedIn	ln_*	LinkedIn cookies are used to track visitors to our website that are also members of LinkedIn, and that have come to our site via referral from LinkedIn. We use LinkedIn cookies for statistical purposes to register data on visitors' behaviour on our website.	https://www.linkedin.com/legal/l/cookie-table

The third party cookie providers identified above may process personal data on behalf of us. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Third party access to the cookies

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


How to contact us

Please contact us using the contact information set out on our website if you have any questions about this cookie policy or the information we hold about you.

Changes to this policy

We may update this policy from time to time by republishing a new version on our website. We may notify you of changes to the policy, but in any case, you should review this page regularly to ensure that you have seen the latest version and are comfortable with any changes that we have made.

Version

Version	Published	Changed By	Comment
<u>CURRENT</u> (v. 4)	May 09, 2023 13:49	 Jonny Bushby	Updated to: fix external url links and provide details of third party cookies used on Vorboss' website.