



## **COOKIE STATEMENT: INFORMATION ABOUT OUR USE OF COOKIES AND OTHER TECHNOLOGIES**

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For further information about this Cookie Statement, please contact: [pgsc-contactus@partech.com](mailto:pgsc-contactus@partech.com).

### **WHAT IS A COOKIE?**

Cookies are small data files that are stored by the web browser (for example, Chrome, Internet Explorer, or Safari) on your computer, mobile device, tablet, or other internet-enabled device. Cookies allow a web server to transfer data to a device for recordkeeping and other purposes. They allow websites to store things like user preferences. You can think of cookies as providing a ‘memory’ for the website, so that it can recognize you when you come back and respond appropriately.

### **WHAT IS A WEB BEACON?**

Web beacons, such as clear GIFs, web bugs, tracking pixels, or pixel tags, are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users. In contrast to cookies, which are stored on a user’s computer hard drive, web beacons are embedded invisibly on web pages and are about the size of the period at the end of this sentence. We facilitate our clients’ ability to learn more about your interest in their campaigns at their request through their use of these web beacons on our Sites. In many instances, these technologies are reliant on cookies to function properly. As a result, declining cookies will impair their functioning.

### **HOW ARE THESE TECHNOLOGIES USED?**

All of these technologies perform important and useful functions. Namely, they:

- make it possible to provide personalized pages for visitors;
- help website owners determine which sections of their sites are more appealing;
- help us track e-mail response rates, measure the success of our marketing campaigns, identify when our e-mails are viewed and track whether our e-mails are forwarded; and

- once you have logged in, identify you, so that you can navigate to secure areas of our Sites.

### Key concepts

#### **WHAT IS DEVICE IDENTIFICATION?**

Device identification is a technology that identifies devices by collecting information from the browser on the device, such as the browser version, operating system, IP address, installed fonts, time zone, and more. These pieces of information are used to uniquely identify a device. The device identification generated through the device identification process may be stored in a cookie.

#### **WHAT IS ONLINE BEHAVIORAL ADVERTISING?**

Online behavioral advertising refers to the practice of online advertisers and website owners using information collected through both first and third party cookies for the purpose of building user behavior profiles and for delivering targeted advertising and content to users based on user preferences.

#### **WHAT ARE THE DIFFERENT TYPES OF COOKIES?**

**First and third-party cookies:** whether a cookie is ‘first’ or ‘third’ party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user at the time (e.g., cookies placed by [www.parteck.com](http://www.parteck.com)).

**Third-party cookies** are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website this would be a third-party cookie. Third party cookies enable third party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics). The parties that set these third party cookies can recognize your computer both when it visits the applicable website and also when it visits certain other websites.

**Persistent cookies** remain on a user’s device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

**Session cookies** allow website owners to link the actions of a user during a browser session. A browser session starts when users open a browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

**Local storage objects and Flash cookies** are different from browser cookies because of the amount of data, type of data, and how data is stored. These cookies, among other things, collect and store information about your use of our Sites, fraud prevention, and for other Sites or application operations. Cookie management tools provided by your browser will not remove Flash cookies. To learn how to manage privacy and storage settings for Flash cookies click

here: [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html#117118](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118).

Please note that setting the Flash Player to restrict or limit acceptance of Flash cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our Sites.

#### **WHAT COOKIES DO WE USE AND WHY?**

The cookies used on our Sites are categorized as follows:

- Strictly Necessary
- Performance
- Functionality

- Targeting

### **Strictly Necessary**

“Strictly Necessary” cookies let you navigate the Sites and use essential features like secure areas and shopping baskets. Without these cookies, services you have asked for cannot be provided. These cookies do not gather any information about you that could be used for marketing or identifying where you've been on the internet.

We use these Strictly Necessary cookies to:

- remember the goods and services you requested when you get to the checkout page;
- identify you as being logged in to our Sites;
- make sure you connect to the intended part of our Sites when we make any changes to the way the Sites works;
- route users to specific applications or specific servers; and
- remember information you have entered on forms when you navigate to different pages during a web browser session.

Accepting these cookies is a condition of using the Sites, so if you block these cookies, you may not be able to use the Sites as you intend, and security controls may not function properly or fully during your visit.

### **Performance**

“Performance” cookies collect information about how you use our Sites (e.g., which pages you visit and if you experience any errors). These cookies are only used to help us improve how our Sites work, understand what interests our users, and measure the effectiveness of our advertising.

We use Performance cookies for:

- web analytics: to provide statistics on how our Sites are used;
- error management: to help us improve the Sites by measuring any errors that occur;
- testing designs: to test different designs of our Sites;
- ad response rates: to see how effective our advertisements are, including those pointing to our Sites;
- Content management: to help optimize the delivery of certain media, such as video; and
- Affiliate tracking: to provide feedback to partners that one of our visitors also visited their website.

Some of our Performance cookies are managed for us by third parties. Where this is the case, we don't permit the third party to use the cookies for any purpose other than those listed above.

### **Functionality**

“Functionality” cookies are used to provide services or to remember settings to improve your visit.

We use Functionality cookies to:

- show you when you're logged in to the Sites;

- remember settings you've applied, such as layout, text size, preferences, and colors;
- remember volume settings when playing video; and
- remember if we've already asked you if you want to fill in a survey.

Some of these cookies are managed for us by third parties. Where this is the case, we don't permit the third party to use the cookies for any purpose other than those listed above.

## **Targeting**

“Targeting” cookies are linked to websites provided by third parties. These cookies are placed through our Sites by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant ads for our products and services on third party websites. They work by uniquely identifying your browser and device. If you block these cookies, you will experience less targeted advertising.

We use Targeting cookies to:

- link to social networks like Facebook that may subsequently use information about your visit to target advertising to you on third party websites;
- enable you to share pages and content that you find interesting, or events you might attend, through third party social networking and other websites;
- provide advertisers, whether directly or through a third party such as a media agency, ad network, or exchange with information on your visit so that they can present you with advertisements in which you may be interested; and
- provide information to third party data aggregators for the purposes of matching, audience research and the creation of audience segments.

Our clients may also employ technology that is used to measure the effectiveness of advertisements. You can control whether or not these cookies are used but blocking them may prevent us from offering you some services or targeted advertising.

## **How to delete and block our cookies**

You block cookies by activating the setting on your browser that allows you to refuse 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 Sites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our Sites. Turning off or deleting cookies will not prevent device identification and related data collection from occurring.

Turning off the browser's cookies will prevent web beacons and cookies from measuring the relevance and effectiveness of our Sites/emails and advertising as well as the tailored advertising brought to you by our partners. You may also not be able to use all the interactive features of our Sites/emails if cookies are disabled. Consumers who no longer wish to receive tailored advertisements from us, third party advertising networks, or, if you would like more information about this practice, please visit [www.aboutads.info](http://www.aboutads.info).

## **CAN I WITHDRAW MY CONSENT?**

Once you have given us your consent to the use of cookies, we store a cookie on your computer or device to remember this for next time. Your consent will expire periodically. If you wish to withdraw your consent at any time, you will need to delete your cookies using your internet browser settings.

## **HOW CAN I OPT OUT OF HAVING COOKIES PLACED ON MY DEVICE(S)?**

For further information about deleting or blocking cookies, please visit: <https://cookiepedia.co.uk/how-to-manage-cookies> or <https://www.aboutcookies.org/how-to-delete-cookies/>.

### **Choices**

To obtain information about opting-out of targeted advertising, you may contact one of the following industry groups:

- Digital Advertising Alliance (“DAA”): <http://www.aboutads.info/choices/>
- Network Advertising Institute (“NAI”): <http://www.networkadvertising.org/choices/>
- European Interactive Digital Advertising Alliance (“EDAA”): <http://www.youronlinechoices.eu/> and <http://www.edaa.eu/>

Please note that when using the ad industry opt-out tools above, such opting-out only applies to members of that specific industry group and only those members will no longer deliver targeted content or ads to you. It does not mean you will no longer receive any targeted content or ads on our Sites or other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing. Also, if your browsers are configured to block cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your opt-out may no longer be effective.

### **More information about cookies**

Useful information about cookies can be found at: <http://www.allaboutcookies.org>

Information on the ICC (UK) UK cookie guide can be found at: [http://www.cookielaw.org/media/1096/icc\\_uk\\_cookiesguide\\_revnov.pdf](http://www.cookielaw.org/media/1096/icc_uk_cookiesguide_revnov.pdf)

How often will we update this Cookie Statement?

We may update this Cookie Statement 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 Statement regularly to stay informed about our use of cookies and related technologies.