

# Cookie Policy

Cookies are small text files that can be used by websites to make a user's experience more efficient. The law states that we can store cookies on your device if they are strictly necessary for the operation of this site.

Necessary cookies cannot be deselected. Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Licensor uses necessary first-party cookies to provide functionality of the website and to recognize you across different Services and devices, and third-party cookies for analytics and content-sharing.

## What cookies do we use?

We use necessary cookies and other technologies to improve and customize our software and websites ("the Services") and your experience; to allow you to access and use the Services without re-entering your username or password; to understand usage of our Services and the interests of our customers; to determine whether an email has been opened and acted upon.

### **Cookies we use include:**

#### 1. First-party cookies

- user input cookies to keep track of the user's input when filling online forms, shopping carts, etc., for the duration of a session, or persistent cookies limited to the duration of an operation such as purchase or trial;
- user identification persistent cookies, to identify the user visited the website for the first time;
- authentication cookies, to identify the user once he has logged in, for the duration of a session;
- user interface customization cookies such as time zone and shopping cart status info, for the duration of a session (or slightly longer).

#### 2. Third-party cookies

- social plug in content sharing cookies, for logged in members of a social network;
- Google Analytics cookies to generate statistical data on how the visitor uses the website.

## How do we use them?

**Where strictly necessary.** These cookies and other technologies are essential in order to enable the Services to provide the feature you have requested, such as remembering you have logged in.

**For functionality.** These cookies and similar technologies remember choices you make such as time zone and shopping cart info. We use these cookies to provide you with an experience more appropriate with your selections and to make your use of the Services more tailored.

**For performance and analytics.** These cookies and similar technologies collect information on how users interact with the Services and enable us to improve how the Services operate. For example, we use Google Analytics cookies to help us understand how visitors arrive at and browse our products, services and website to identify areas for improvement such as navigation, user experience, and marketing campaigns.

**Social media cookies.** These cookies are used when you share information using a social media sharing button or "like" button on our websites or you link your account or engage with our content on or through a social media site. The social network will record that you have done this. This information may be linked to targeting/advertising activities.

## How can you opt-out?

To opt-out of our use of cookies, you can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from websites you visit. If you do not accept cookies, however, you may not be able to use our Services.

## Updates to this Cookie Policy

This Cookie Policy may be updated from time to time. If we make any changes, we will notify you by revising the "effective starting" date at the top of this notice.