

## **BeeCloud Cookies Policy**

By using our Platforms, you consent to use of cookies and similar technologies in accordance with this Cookies Policy. Our Cookies Policy explains what cookies are, how we use cookies and your choices regarding cookies and further information about cookies.

This Cookies Policy should be read in conjunction with the privacy policy statement. Capitalized terms and expressions used in this Cookies Policy shall have the same meaning as defined in our Privacy Policy Statement. The term "personal data" shall have the meaning ascribed to it by PDPO.

### **What are cookies?**

Cookies are small text files that are placed on your computer or other device(s) when you visit our Platforms. Cookies are used to recognize you and improve your experience.

### **What cookies do we use and what are their usages?**

#### **Strictly necessary cookies**

When you visit any of our Platforms, we use cookies to store and track information about you and your preferences in order to: (i) enable tighter security; (ii) enable Customers to keep browsing and adding products to their shopping basket; (iii) conduct Customers journey analysis; (iv) personalize sites for Customers; and (v) build online Customer or visitor profiles.

#### **Targeting cookies**

We may use third-party platforms such as Facebook and DoubleClick to display targeted ads, set up retargeting audience and provide measurement services which help us track the effectiveness of our marketing efforts. These third-party platforms may use cookies, web beacons, or other tracking techniques to collect or receive information from our Platforms and elsewhere on the internet, and use such information to provide measurement services and target ads.

#### **Analytical cookies**

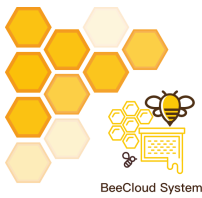
We make use of Google Analytics to monitor Platforms' performance, it allows us to understand the performance of our Platforms and our users' experience, and it helps our business units to optimize marketing strategies. The information collected by Google Analytics is not associated with your personal information by us or by our contractors.

#### **Functionality cookies**

We use Hotjar to record information about your device and choices you have made, it helps us to tailor our Platforms to you.

#### **Further information**

We also suggest you to review the privacy policy and opt-out procedures of the above mentioned third party platforms, including Doubleclick, Facebook, Google Analytics and Hotjar.



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|------------------|---|
| DoubleClick      | <a href="https://www.google.com/settings/ads/onweb#display_optout">https://www.google.com/settings/ads/onweb#display_optout</a> |
| Facebook         | <a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a>                             |
| Google Analytics | <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>                                 |
| Hotjar           | <a href="https://www.hotjar.com/legal/compliance/opt-out">https://www.hotjar.com/legal/compliance/opt-out</a>                   |

### **Disabling cookies**

You may delete your cookies and/or disable the cookie function on your web browser but some of the Platform's functionality may be impaired.

### **Changes to the Cookies Policy**

We may update this cookies policy from time to time. We encourage you to periodically review this Cookies Policy to stay informed about our use of cookies. This Cookies Policy was last updated on **28 August 2018**