

# Pixalate Cookie Policy

Effective and last updated as of 21 August 2024

The use of cookies and similar technologies (referred to herein, collectively, as “**cookies**”) on our website is under the control of Pixalate Europe Limited and its affiliates (“**Pixalate**,” “**we**,” “**us**” or “**our**”). This policy explains how we use cookie-related technologies to recognise you, as well as your data subject rights to control such use of cookies when you visit our website.

This cookie policy should be read in conjunction with our [privacy policy](#). We are providing this cookie policy to inform you about the scope, type and purposes of processing related to cookies used on our website, in compliance with the EU’s General Data Protection Regulation and the UK’s General Data Protection Regulation (referred to herein, collectively, as the “**GDPR**”) and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (“**PECR**”).

## **What are Cookies?**

Cookies are small packets of data that are transmitted to an internet browser’s storage medium in order to enable the browser to “remember” information such as page visits, user log-in information, and other related records of online activity. Cookies also contain information that is transferred to your computer's hard drive.

## **How Do We Use Cookies?**

Pixalate uses cookies to distinguish you from other users and to provide you with an optimal experience when you browse our website. This also allows us to improve our website features and overall functionality. As Pixalate’s website is hosted on the [HubSpot](#) website hosting platform, we use the following categories of cookies when you visit our website:

- **Strictly Necessary Cookies:** These are essential cookies that are required for the operation of our website and must always be enabled for the proper functionality of our site. They also include cookies that enable you to log into secure areas of our website or make use of our services. Switching off these cookies via your browser settings is possible but you may then not be able to access all or parts of our website.

<b>Strictly Necessary Cookies:</b>	<b>Purposes:</b>
__hs_opt_out	Used to remember whether a visitor opted out of cookies. It is set when a visitor selects between the choice of opting in or opting out of cookies. Per Hubspot, it contains the string "yes" or "no" and expires in 6 months.
__hs_do_not_track	Used to prevent tracking code sending any information to HubSpot via the Picalate website. It contains the string "yes" and expires in 6 months.
__hs_initial_opt_in	Used for preventing the banner always displaying when visitors are browsing in strict mode. It contains the string "yes" or "no" and expires in 7 days.
__hs_cookie_cat_pref	Used to record the categories a visitor consented to and expires in 6 months.
__hs_gpc_banner_dismiss	Used when the <a href="#">Global Privacy Control</a> banner is dismissed and expires in 180 days.
__hs_notify_banner_dismiss	Used when the website uses a consent banner notification. It contains a boolean value

	of True and expires in 180 days.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.
hs_ab_test	Used to serve visitors the same version of an <a href="#">A/B test page</a> they've seen before and expires at the end of the session.

	at the end of the session.
messagesUtk	Used to recognize visitors who chat with Pixalate via the <a href="#">chatflows tool</a> . If visitors leave the site before they're added as a contact, they will have this cookie associated with their browser.

- **Analytical or Performance Cookies:**

Analytical cookies allow us to identify and quantify the number of visitors and determine how these visitors navigate through our website when using it. Performance cookies help us improve performance and adapt the website content as per visitors' interests. It also helps us improve functionality, for example, by ensuring that visitors can locate and visit relevant pages efficiently. We use the services of third-parties that receive information about your use of our website and may, for their own purposes, also combine this with other data that they have received from you and in some cases, from other sources.

Pixalate also uses cookies in connection with fraud detection, fraud prevention, legal compliance and digital advertisement quality determinations. We also use cookies on our website and for our services as a means to prevent unauthorised access to client-specific, secure content and reports.

<b>Analytical or Performance Cookies:</b>	<b>Purposes:</b>
__hstc	This is the main cookie for tracking visitors and contains the domain, hubspotutk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session). This cookie

	expires in 6 months.
hubspotutk	Used to keep track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts and expires in 6 months.
__hssc	Used to keep track of sessions and determine if HubSpot should increment session numbers and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp, expiring in 30 minutes.
__hssrc	This cookie is set to determine if the visitor has restarted their browser and contains the value "1" when present. It expires at the end of the session.

- **Functionality Cookies:** Functional cookies enable us to personalise our content for you. As Pixalate's website is hosted on the HubSpot website hosting platform, we use the following categories of cookies when you visit our website:

Functional Cookies:	Purposes:
Chatflow cookie	Used for the <a href="#">chatflows tool</a> . It allows visitors to chat with a Pixalate representative via the website.

- **Marketing Cookies:** Marketing cookies may be set by our advertising partners through our website to log and record your visits to our website, create a user profile based on your behaviour, the pages you have visited and any links you have clicked on and visited. This information helps us in optimising our website

features, making it relevant to your interests. Marketing cookies work by identifying your browser and/or your device. We may at times share the information derived from such cookies with associated third parties so that they can serve you with relevant advertising on their websites.

- **Other Tracking Technologies:** Pixel tags (small, transparent images present on web pages) and script tags (used to define a client-side JavaScript) allow an operator of a web page, a developer of an app, or a third party serving a tag, to set, read, and modify cookies and to collect information directly from internet-connected browsers, devices or systems.

In connection with use of an internet browser (on a desktop computer or mobile device), a mobile application, or any other internet-connected media-viewing system (e.g., connected television and so-called over-the-top media technologies; collectively, "CTV") upon which pixel tags, script tags, software development kits (which enable third-party code to run in a mobile or an CTV application; "SDKs"), or other software code snippets (known as "Macros") are deployed, our servers or our clients' servers, as applicable, automatically collect and log certain information.

Such logs may include information about the browser, mobile application or CTV system or device accessing a page, application or media, including internet protocol ("*IP*") address, browser, user agent, application, device or system, referring URL, information about the page, application or media where a digital advertisement was to be displayed, the advertisement's dimensions, location and viewability, and generalised user interaction data. We use this information to power aspects of our website and provide our services (i.e., for fraud detection, fraud prevention, legal compliance and digital advertisement quality assessment purposes).

Other Technologies:	Purposes:
YouTube Video	Used for integrating additional content on our websites (for e.g. vlog posts and videos).
Facebook Social Plugin	Used for integrating additional content on websites (for e.g. vlogs, posts, photos and videos).
X Plugin	Used for integrating additional content on websites (for e.g. vlogs, posts, photos and videos).
Linkedin Insight Tag	Used for the target group-specific measurement of advertising campaigns.
Google Ads	Used for the target group-specific measurement of advertising campaigns.

### Processing Location:

Pixalate generally carries out the processing of personal data collected via cookies within the United Kingdom, European Union (EU) and the European Economic Area (EEA). Pixalate also conducts processing of personal data in third countries for which the UK and European Commission have issued an adequacy decision pursuant to Article 45 of the GDPR. Pixalate also observes the requirements as set out in GDPR Article 44 concerning general principles of data transfers by implementing appropriate guarantees and safeguards, such as concluding Standard Contractual Clauses as per GDPR Article 46(2)(c).

Pixalate has self-certified to the U.S. Department of Commerce to adhere to and comply with the EU-U.S. Data Privacy Framework (“DPF”), the UK Extension to the EU-U.S.DPF and the Swiss-U.S. DPF mechanism and principles. Pixalate relies on the EU-U.S, UK Extension to EU-U.S. and the Swiss-U.S DPF for any personal data processing where such personal data is transferred from the EU/EEA and UK to the United States. To view our self-certification and learn more about the Data Privacy Framework as well as the

associated adequacy decision issued by the European Commission, please visit <https://www.dataprivacyframework.gov/>.

### **Setting Your Cookie Preferences:**

You can set your cookie preferences by clicking on the appropriate button to either 'Accept' or 'Decline' the cookies in the relevant cookie banner when you visit our website.

You can also prevent certain technologies and cookies from being stored on your end device by setting the appropriate settings on your device and/or web browser, by selecting 'do not accept cookies' in the browser settings.

### **Changes to this Cookie Policy:**

As a result of our evolving business and commercial needs and/or in response to changes in applicable law, Pixalate may—and likely will—update our Cookie Policy from time to time. Whenever material changes are incorporated into our Cookie Policy, and to keep all users informed of such changes, we will update the “effective date” set forth in the first paragraph of this Cookie Policy. We may also notify you of these changes by posting alerts on our website’s home page and/or via emails to our registered users.