



**Tracker Software Technologies**

# **Cookie Policy**

## What is a cookie?

Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to “remember” you and your preferences, either for a single visit (through a “session cookie”) or for multiple repeat visits (using a “persistent cookie”). They ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in. Cookies may be set by the site that you are visiting (known as “first party cookies”), or by third parties, such as those who serve content or provide advertising or analytics services on the website (“third party cookies”).

Both websites and HTML emails may also contain other tracking technologies such as “web beacons” or “pixels.” These are typically small transparent images that provide us with statistics, for similar purposes as cookies. They are often used in conjunction with cookies, though they are not stored on your computer in the same way. As a result, if you disable cookies, web beacons may still load, but their functionality will be restricted.

## Analytic technologies

Our website uses the below technologies for analytical purposes. Those are modern, advanced analysis methods and tools to understand users’ habits on our website. This information helps us improve our products and services and provide relevant services and information. In principle, we use only anonymized data that does not allow us to identify the user.

Below we describe the analysis services and technology that we use for such purposes. Additionally, we show how you can prevent these services from analysis of your use of our website.

## Google Analytics

We use Google Analytics to help us understand how you engage with our site so that we can improve it. Google Analytics reports website trends without identifying individual visitors. You may install a Google Analytics Opt-Out Browser Button [here](#). The Google Analytics Privacy Policy can be read [here](#).

## Social Media Widgets

We display sharing buttons so you can use social networking to share items from our site. It also includes the recommend buttons and other interactive programs that run on our site that collect your IP address, which page you are visiting on our site, and sets a cookie to enable the widget to function properly. Your interactions with these Widgets are governed by the privacy policy of the company providing them.

## How we use cookies

We use cookies for a number of different purposes. Some cookies are necessary for technical reasons; some enable a personalized experience for both visitors and registered users; and some allow the display of advertising from selected third-party networks. Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action (clicking the “like” or “follow” button on a post, for example).

## Types of Cookie

The table below explains the types of cookies we use on our websites and why we use them.

Category of cookies	Why we use these cookies
Strictly Necessary	These cookies are essential for websites on our services to perform their basic functions.
Functionality	These cookies are used to store preferences set by users.
Security	We use these cookies to help identify and prevent potential security risks.
Analytics and Performance	Performance cookies collect information on how users interact with our websites, including what pages are visited most, as well as other analytical data. We use these details to improve how our websites function and to understand how users interact with them.

## Cookie list:

Below are the cookies that require prior consent from EU users to be installed:

Cookie (Google Analytics): `_gat; _ga; _gid;`

<code>_ga</code>	This helps us counting how many people visit our website	2 years
<code>_gid</code>	This cookie is used to group user behaviour.	1 day
<code>_gat</code>	Used to manage the rate at which page view requests are made	10 minutes

## Changes

This Cookie Policy and our commitment to protecting the privacy of your personal data can result in changes to this Cookie Policy. Please regularly review this Cookie Policy to keep up to date with any changes.

## Queries and Complaints

Any comments or queries on this policy should be directed to us using the following contact details.

**Tracker Software Technologies**  
LINC Building,  
TU Dublin,  
Blanchardstown Road North,  
Blanchardstown,  
Co Dublin,  
Ireland

If you believe that we have not complied with this policy or acted otherwise than in accordance with data protection law, then you should notify us.