

# Kuberno Limited Cookies Policy

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# Kuberno Limited Cookies Policy

## 1. Introduction

1.1 Our Website (Kuberno.com) uses cookies and similar technologies. This helps us to provide you with a good experience when you browse our Website and allows us to improve our Website.

1.2 Cookies are small text files that are downloaded to your device (e.g. your computer or smart-phone). Cookies contain uniquely generated references which are used to distinguish you from other users. They allow information gathered on one webpage to be stored until it is needed for use on another, allowing our website to provide you a personalised experience (like remembering your favourites) and provide us with statistics about how you interact with our (and sometimes third party) website.

1.3 Cookies are not harmful to your devices (like a virus or malicious code), but some individuals prefer not to share their information (for example, to avoid targeted advertising).

## 2. Different types of Cookies

2.1 **Session vs. persistent cookies:** Cookies have a limited lifespan. Cookies which only last a short time or end when you close your browser are called session cookies. Cookies which remain on your device for longer are called persistent cookies (these are the type of cookies that allow websites to remember your details when you log back onto them).

2.2 **First party vs third party cookies:** cookies placed on your device by the website owner are called first party cookies. When the website owner uses other businesses' technology to help them manage and monitor their website, the cookies added by the other businesses are called third party cookies.

2.3 **Categories of cookies:** cookies can be grouped by what they help the website or website owner to do:

- **Necessary cookies** are cookies which help the website to run properly (when they are **strictly necessary** cookies it means their only function is to help the website work);
- **Performance/functionality cookies** help a website owner understand and analyse how a user uses a website, in order to personalise content and remember user preferences;
- **Analytical cookies** are used to understand how visitors interact with the website. These cookies help provide information on metrics the number of visitors, bounce rate, etc.;
- **Marketing/advertising cookies** tailor online adverts to reflect the content you have previously browsed and help inform companies about your interests so they can show you relevant adverts.

### 3. What do we use cookies for?

#### 3.1 We use cookies to:

- Make your online experience more efficient and enjoyable
- Improve our services
- Recognise you whenever you visit this website and distinguish you from other users of our site
- Obtain information about your preferences and use of our site
- Provide you with advertising that is tailored to your interests
- Carry out research and data analysis to help us to improve our content and services and to better understand our customer preferences and interests

### 4. What cookies do we use?

#### 4.1 The cookies we use on our websites are :

Cookie Name	Purpose	What it does	How long it last
Google Analytics	Tracking use of website	Collects data from the website to create reports that provide insight into the website use	Persistent
ZoomInfo	Analytics and Customisation cookies	Collects Data to understand how our website is being used and to provide more personalised marketing for you	Persistent
Storylane	Tracking use of demo site	Collect data to analyse user interactions with product demo	Persistent
HubSpot	Analytics and Customisation cookies	Collects Data to understand how our website is being used and to provide an insight into effectiveness of our marketing	Both Session and Persistent
Clarity	Tracking use of website	Collects data from the website to create reports that provide insight into the website use	Persistent

4.2 We can only use cookies with your permission (you will be prompted by a message when you first visit our website, also known as a cookies banner, when you can choose to accept or decline our cookies).

4.3 You can update your cookies settings and permissions on our website by updating Privacy and Security Site settings on your browser.

4.4 You can choose to decline cookies, but if you turn off necessary cookies, some pages and functions on our website may not work properly. You can also manage cookies through your browser settings or device setting.

You may wish to visit <https://allaboutcookies.org/how-to-manage-cookies> to find out how to disable cookies on different browsers.

4.5 You can also delete cookies and opt-out of being tracked by certain cookies directly with the relevant third-parties (for example, you can disable Google Analytics on their website.)

4.6 If you have any questions about our cookies, or how we otherwise use your personal data, please visit our Privacy Notice for further details.