

# Cookie Policy

Policy last updated: February 5, 2024

## 1. Information on how we use cookies.

The SignalFire company website (the “**Site**”) uses various cookies which allow us to distinguish you from other users of our Site, which helps us to provide you with a good experience when you browse our Site and also allows us to improve our Site.

We use cookies to provide the content and functionality of our Site (strictly necessary cookies) and, with your permission, to personalize the content and advertisements that appear when you visit our Site and to analyze the traffic on the Site. In addition, we share information about your use of our Site with our advertising partners and analysts, who may combine this information with other data that you provide to them or that they have collected when you use their services. You have the right to withdraw your consent at any time.

You do not need to allow cookies to visit most of the Site. However, enabling cookies may allow for a more tailored browsing experience and is required for certain parts of the Site to work. In the majority of cases, a cookie does not provide us with any of your personal information. For further information about this cookie notice, please contact us at [info@signal-fire.com](mailto:info@signal-fire.com).

## 2. What are cookies?

Cookies are small data files containing a unique identifier that are placed on your computer or mobile device when you visit a website. Cookies and similar technologies enable operators or websites to recognize your device and collect information from it when you interact with them and serve different purposes, like helping us understand how our Site is being used, letting you navigate between pages efficiently, remembering your preferences, and generally improving your browsing experience.

## 3. Key concepts

First-party cookies are those set by a website that is being visited by the user at the time (e.g., cookies placed by us).

Third-party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

Persistent cookies are cookies that remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close

the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

#### **4. Changing your cookie and advertising choices**

##### *Cookie Preference Center*

You can change your cookie preferences when you visit our Site by going to the Cookie Preference Centre by clicking on the “Do Not Sell or Share My Personal Information” link at the bottom of the website.

##### *Blocking images/clear gifs*

Most browsers and devices allow you to configure your device to prevent images from loading. To do this, follow the instructions in your particular browser or device settings.

##### *Browser Settings*

Please note that internet browsers allow you to change your cookie settings. These settings are usually found in the ‘options’ or ‘preferences’ menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise, you should use the ‘Help’ option in your internet browser for more details. For your convenience, we provide links to the cookie settings for certain of the largest browser providers below:

- [Cookie settings in Edge](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

However, please note that if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access all or parts of our Site.

##### *Advertising choices.*

You may be able to limit use of your information for interest-based advertising through the following settings/options/tools:

- Privacy browsers/plugin-ins. Using privacy browsers and/or ad-blocking browser plug-ins that let you block tracking technologies.
- Platform settings. Google and Facebook offer opt-out features that let you opt-out of use of your information for interest-based advertising. You may be able to exercise that option at the following websites:
  - Google: <https://adssettings.google.com/>
  - Facebook: <https://www.facebook.com/about/ads>
- Ad industry tools. Opting out of interest-based ads from companies that participate in the following industry opt-out programs:

- Network Advertising Initiative:  
[http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)
- Digital Advertising Alliance: [optout.aboutads.info](http://optout.aboutads.info).
- AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>, which will allow you to opt-out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.
- Mobile settings. Using your mobile device settings to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

You will need to apply these opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes. We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

## **5. Your consent**

Strictly necessary cookies do not require your consent. For performance or targeting and functionality cookies we request your consent before placing them on your device. You can give your consent by clicking on the appropriate button on the cookie banner displayed to you.

## **6. Can I withdraw my consent?**

If you do not wish to give consent or wish to withdraw your consent to any performance or targeting and functionality cookies at any time, you will need to delete, and block or disable cookies via your browser settings; see below for more information on how to do this. Please note that disabling these cookies will affect the functionality of the Site and may prevent you from being able to access certain features on the Site.

## **7. What type of cookies do we use and why?**

We use "strictly necessary," "performance and analytics," "functional," and "targeting" cookies:

### **7.1 Strictly necessary and essential cookies:**

These cookies are necessary for the Site to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the Site will not work as they should.

### **7.2 Performance and analytics cookies:**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Site. They help us to know which pages are the most

and least popular and see how visitors move around the Site and gather information on error messages. If you do not allow these cookies we will not know when you have visited our Site, and will not be able to monitor its performance.

### 7.3 Functional cookies:

These cookies enable the Site to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

### 7.4 Targeting and advertising cookies:

These cookies record your visit to our Site, the pages you have visited and the links you have followed. We will use this information to make our Site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. These cookies may be set through our Site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other websites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

## 8. Retention

A cookie or similar technology will exist for different periods of time depending on the purpose of the cookie. For example, a session cookie which enables the Site to operate will only exist on your device whilst you browse our Site, but other cookies will remain on your device for longer such as some functionality cookies which need to stay on your device so that the Site can recognise you when you return. For more information about how long a cookie remains on your device, please see the cookie table below.

Type	Purpose	First/Third Party Cookie	Name	Duration of the cookie
Performance and analytics	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Third party	<a href="#">Google Analytics</a>	14 months
Performance, analytics, and relevant advertisement	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to	Third party	<a href="#">Bing</a>	Indefinitely

	track which emails are opened and which links are clicked by recipients.			
Performance, analytics, and relevant advertisement	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Third party	<a href="#">Ezytise</a>	Indefinitely
Performance, analytics, and relevant advertisement	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Third party	<a href="#">Naver</a>	Indefinitely
Performance, analytics, and relevant advertisement	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Third party	<a href="#">Baidu</a>	Indefinitely
Translation	These cookies help us understand how our services are being communicated and displayed in languages other than English.	Third party	<a href="#">Google Fonts</a>	Session
Performance, analytics, and relevant advertisement	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Third party	<a href="#">Meta</a>	Indefinitely
Performance, analytics, and relevant advertisement	These cookies help us understand how our services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked on by recipients.	Third party	<a href="#">LinkedIn</a>	Indefinitely
Performance, analytics, and relevant advertisement	These cookies enable other plugins or services to use cookies on our site. If not enabled the cookies would not be stored in your device.	Third party	<a href="#">GDPR</a>	1 Year

## 9. Other technologies

In addition to cookies, our Site may use other technologies to collect information automatically, such as:

- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.
- **Session-replay technologies**. We may use session replay technologies that employ software code to record users' interactions with the Services in a manner that allows us to watch video replays of those user sessions. These replays may include interactions such as users' clicks, mobile app touches, mouse movements, scrolls and keystrokes/key touches during those sessions.
- **Chat technologies**. We may use third-party providers to operate chat features that you can use to communicate with us through the Service. These third parties may access and use information about web pages visited on our website, your IP address, your general geographic information (e.g., city, state), and other personal information you share through online chats for the purposes described in this Privacy Policy.
- **Mobile Application Software Development Kits (SDKs)**. We may use third-party software development kits ("SDKs") in our mobile applications. An SDK is third-party computer code that may be used for a variety of purposes, including to provide us with analytics regarding the use of our mobile applications, to integrate with social media, add features or functionality to our app, or to facilitate online advertising. SDKs may enable third parties to collect information directly via our App.
- **Google Maps**. Our Services may include Google Maps features and content. Google Maps features and content is subject to the then-current versions of Google Maps/Google Earth [Additional Terms of Service](#) and [Google Privacy Policy](#).
- **YouTube**. Our services may contain videos and content provided by YouTube. YouTube content is subject to the then-current versions of Google's [Privacy Policy](#) and you can adjust your privacy controls here:  
<https://www.youtube.com/howyoutubeworks/user-settings/privacy/>.

## 10. Keeping our cookie notice up to date

We may need to update our cookie notice from time to time if we decide to use cookies differently. Any changes will be updated here.

For more information about how we process personal information collected from cookies please refer to our website privacy policy <https://signal-fire.com/privacy-policy/>.

If you have any questions or would like more information about the ways we use cookies please contact us at [info@signal-fire.com](mailto:info@signal-fire.com).