

Cookie statement IDsure

October 2021

1. What are cookies?

Cookies are small text files that are placed on your computer or internet device by websites you visit.

2. Why do we use cookies?

IDsure uses cookies to collect information about the use of the website and to distinguish you from other users in order to improve your experience when you visit our website. Cookies are also used to customize advertisements you see on third-party websites, track your response to advertisements, report interaction with visitors and measure the effectiveness of advertisements.

When you visit our website, we set up Google Analytics to measure the number of visitors, to see how visitors navigate the site and to see which resources they visit. If you choose the cookie option 'Custom', the collected Google Analytics data will be made anonymous. If you choose to accept all cookies, the Google Analytics data will not be anonymised. This helps us develop new content and improve the way the website works. You can read more about Google Analytics in the Privacy statement.

3. Which cookies do we use?

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. Cookies we use do not in any way give us access to your computer or other information about you, other than the data you choose to share with us.

Cookies help us to improve our site and to provide a better and more personalized service. They enable us to:

- to get an idea of the size of our target group and the usage pattern;
- store information about your preferences so that we can tailor our site to your individual interests;
- facilitate your searches; and
- recognize you when you return to our site.

We use the following cookies:

1. *Necessary cookies*
These cookies are essential for the proper functioning of websites.
2. *Functional cookies*
These cookies are intended to enable us to improve the usability and performance of websites and to provide various functions.
3. *Analytical cookies* (for example: Hotjar and Google Analytics) These cookies are used to analyze your visit to our websites. We analyze the number of visitors to our websites, the duration of the visits, the order of the pages visited and whether changes need to be made to the website. With the help of the collected information, we can make our websites even more user-friendly. These cookies are also used to solve possible technical problems on the websites.
4. *Marketing and tracking cookies* (eg: Double Click, Google Audiences, Facebook) We only use tracking cookies for commercial purposes with your prior consent. These cookies, which are often placed by third parties, help us to personalize promotional offers. Third parties may use tracking cookies to track your internet usage.

4. Other technologies

In addition to cookies, IDsure also uses JavaScripts and web beacons. Using JavaScript in your browser allows us to make our sites interactive and develop web applications. A web beacon is a small graphic image on our sites that allows us to determine how many visitors have seen the page and at what times. These technologies can also be used for marketing and tracking purposes.

You will find an overview of the cookies and similar techniques we use here. We recommend that you read the privacy statement and cookie policy of the third parties for more information.

We may also use anonymous cookies to track information about your browsing history on our website. Also, third-party ad networks, such as Google AdSense and AdRoll, may use these cookies to display ads on our behalf on other sites on the Internet.

You can refuse cookies by activating the appropriate setting in your browser. However, please note that deleting or blocking cookies may prevent the website from functioning properly and you may not be able to access certain areas of the website.

For more information on how to opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout>. Visit www.allaboutcookies.org for more information about cookies, including how to see what cookies have been set and how to manage and delete them.

We may update this policy from time to time. Changes in legislation, case law, technology and directions from the authorities may require us to change this. Please check this page periodically to make sure you are familiar with any changes. If you would like to learn more about how we generally process your personal information, please refer to the: **privacy statement**.

This policy was last amended on October 1, 2020.