

Cookie Policy - Neotas

Welcome to Neotas!

At Neotas, we ensure an exceptional online experience by using technologies like cookies to enhance functionality, tailor content, and analyse traffic. This Cookie Policy explains the types and purposes of cookies used when you interact with our website or services, including those on other platforms that integrate Neotas' services. These technologies help us deliver our services and understand your interactions, regardless of your registration status. We use cookies subject to your consent, except for strictly necessary cookies required for the functioning of the website. You may manage or withdraw your consent at any time through the cookie settings available on our website. We prioritize your privacy and are committed to transparency about the data we collect, its use, and your options for managing preferences. Please read this policy carefully to understand our practices and their impact on your browsing experience.

Legal Basis for Use of Cookies

We rely on the following legal bases for using cookies:

- a. **Strictly Necessary Cookies:** Used based on legitimate interest to ensure website functionality
- b. **Analytics, Performance, and Advertising Cookies:** Used only with your explicit consent

1) What does Cookie mean?

Cookies are small data pieces placed on your computer by websites to enhance functionality, efficiency, and provide marketing information. Some cookies are essential for the website to work, known as 'strictly necessary' cookies. If you've blocked third-party cookies in your browser settings, remember that your preferences won't carry over to other sites, and you'll need to set them individually on each site you visit. Cookies may be session-based (deleted after browser closure) or persistent (stored for a defined period).

2) Why do we use Cookies?

We use cookies to measure the effectiveness of marketing campaigns, understand user engagement, personalise your experience by remembering your preferences, and improve the performance of our services.

3) Cookies we use on this Website

- 3.1 **Strictly Necessary Cookies:** Enable website features and remember your previous actions, essential for requested services.
- 3.2 **Authentication Cookies:** Authenticate your account, maintaining your logged-in status and streamlining access.
- 3.3 **Security Cookies:** Enhance account security, detect suspicious activity, aid in account recovery, and prevent policy violations.
- 3.4 **Functionality Cookies:** Store your site preferences and choices, such as location settings, for a personalized experience.
- 3.5 **Analytics Cookies:** Collect data on visitor interactions, including visitor numbers, bounce rates, and traffic sources.
- 3.6 **Performance Cookies:** Improve user experience by analysing how visitors use the website, aiding in content optimization.
- 3.7 **Advertising Cookies:** Use tracking pixels to facilitate online advertising campaigns with anonymized information.
- 3.8 **Third-Party Cookies:** Set by third-party services like videos and maps on some website pages.

The below list details the cookies used in our website.

COOKIE	DESCRIPTION
__cf_bm	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
_fbp	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.
_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report.

COOKIE	DESCRIPTION
	The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
_gat_gtag_UA_107495977_1	Set by Google to distinguish users.
_gat_UA-107495977-1	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.
_gcl_au	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.
_gid	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.
Analytics Sync History	Used to store information about the time a sync took place with the lms_analytics cookie
attribution_user_id	This cookie is set by Type form for usage statistics and is used in context with the website's pop-up questionnaires and messaging.
AWSALBTG	AWS Application Load Balancer Cookie. Load Balancing Cookie: Used to encode information about the selected target group.
AWSALBTGCORS	AWS Classic Load Balancer Cookie: Used to map the session to the instance. This cookie is identical to the original ELB cookie except for the attribute &SameSite=None;
bcookie	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.
bscookie	LinkedIn sets this cookie to store performed actions on the website.
CONSENT	YouTube sets this cookie via embedded youtube-videos and registers anonymous statistical data.
cookieawinfo-checkbox-advertisement	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Advertisement" category.
cookieawinfo-checkbox-analytics	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Analytics".
cookieawinfo-checkbox-functional	The cookie is set by GDPR cookie consent to record the user consent for the cookies in the category "Functional".
cookieawinfo-checkbox-necessary	This cookie is set by GDPR Cookie Consent plugin. The cookies are used to store the user consent for the cookies in the category "Necessary".

COOKIE	DESCRIPTION
cookieLawInfo-checkbox-others	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Other".
cookieLawInfo-checkbox-performance	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Performance".
CookieLawInfoConsent	Records the default button state of the corresponding category & the status of CCPA. It works only in coordination with the primary cookie.
debug	Cookie used to debug code and website issues
fr	Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.
IDE	Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile.
lang	LinkedIn sets this cookie to remember a user's language setting.
li_gc	Used to store consent of guests regarding the use of cookies for non-essential purposes
lidx	LinkedIn sets the lidx cookie to facilitate data center selection.
rl_anonymous_id	Generates a unique anonymous Id to identify a user and attach to a subsequent event.
rl_user_id	to store a unique user ID for the purpose of Marketing/Tracking
shown	Session cookie to control number of times a pop up is shown.
test_cookie	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.
UserMatchHistory	LinkedIn sets this cookie for LinkedIn Ads ID syncing.
viewed_cookie_policy	The cookie is set by the GDPR Cookie Consent plugin and is used to store whether or not user has consented to the use of cookies. It does not store any personal data.
VISITOR_INFO1_LIVE	A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.
YSC	YSC cookie is set by Youtube and is used to track the views of embedded videos on Youtube pages.
yt-remote-connected-devices	YouTube sets this cookie to store the video preferences of the user using embedded YouTube video.

COOKIE	DESCRIPTION
yt-remote-device-id	YouTube sets this cookie to store the video preferences of the user using embedded YouTube video.
yt.innertube:nextId	This cookie, set by YouTube, registers a unique ID to store data on what videos from YouTube the user has seen.
yt.innertube::requests	This cookie, set by YouTube, registers a unique ID to store data on what videos from YouTube the user has seen.

Cookie durations vary and are determined by the provider; further details are available upon request or via browser inspection tools.

4) Your Cookie Preferences

A cookie banner is presented on your first visit to our website, allowing you to accept or reject non-essential cookies. You may update your preferences at any time through the cookie settings available on our website.

Most browsers accept cookies by default, enhancing your experience on our site. You can adjust your browser settings to accept or decline cookies, but rejecting them may limit website functionality. You can also clear cookies anytime, which is useful for shared devices but will erase personalized settings and preferences. You have the right to withdraw your consent at any time.

5) Third-Party Cookies

Third parties may use cookies with Neotas' services to enhance user experience and provide additional functionalities. For example, analytics partners might use cookies to help clients assess the effectiveness of their campaigns across different websites and apps. For more details on these entities, users should refer to their respective policies. Third parties may also use cookies on their own websites and applications related to Neotas' products or services. Some of these third parties may process data outside your jurisdiction. In such cases, appropriate safeguards are implemented, including UK International Data Transfer Agreements or equivalent mechanism.

6) Do Not Track

The website does not presently respond to "Do Not Track" (DNT) signals, as there is no uniform technological or regulatory standard governing the recognition or implementation of such signals. Notwithstanding the foregoing, users may exercise control over the use of cookies through the cookie preference settings made available on the website.

7) Updates to this Policy

At Neotas, we prioritize transparency and your privacy. Our Cookie Policy is updated periodically to reflect changes in practices, improvements, and legal requirements. Please review it regularly to stay informed about our use of cookies. Continued use of our services after updates indicates your acceptance of the revised terms. For any questions or concerns, feel free to contact us.

8) How to opt out of cookies

Adjust your browser settings to refuse some or all cookies, though this may affect website functionality. Visit www.allaboutcookies.org for more information. Use the third party's tools to block their cookies. Update preferences on the 'Your Online Choices' website to opt out of most advertising cookies, noting that this won't stop all online ads, just those tailored to you.

9) Contact Us

If you have any questions about this Cookie Policy or our use of cookies, please contact us at: info@neotas.com