

COOKIES AND RELATED TECHNOLOGIES NOTICE

Effective date: 21st September 2022

Last Change

- Addition of CloudFlare and MixPanel.

Arithmix, Inc. and Filigree Technologies Limited, a wholly-owned subsidiary of Arithmix, (together “Arithmix”, “we”, “our”, or “us”) are committed to protecting personal data and privacy rights. This Cookies and Related Technologies Notice (“Notice”) explains what cookies and similar technologies are, how we use them with our Services, and what your rights are. “Services” include any purchase, access, use, interaction or engagement of our: website(s), app(s), customer service channels, social media platform(s), and CRM and marketing platforms.

We hope you take some time to read through it carefully, as it is important. Changes to this Notice may be made periodically to reflect changes in our data practices or relevant laws. If the changes we make are material, we will provide you with notice if and when required by law. If the changes we make are non-material, this Notice will be updated by posting an updated version of this Notice on our website. You can tell when this Notice was last updated by looking at the date at the top of the Notice. Any changes to our Notice will become effective upon posting of the revised Notice to the site. By using our Services you acknowledge that you have read and understood this Notice.

For more information about Arithmix’s data privacy practices please review our Privacy Policy.

This Notice describes the following important topics related to your information. Click through to jump to a specific section :

1. [What Are Cookies and Similar Technologies](#)
2. [Types and Purposes of Cookies](#)
3. [How can you control cookies?](#)
4. [Cookie Data We Collect](#)
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1. What Are Cookies and Similar Technologies

Cookies are small text files that are stored on your browser or device by websites, apps, online media, and advertisements that are used to remember your browser or device during and across website visits. They can be stored either directly or by using an application that relies on a web browser. Cookies are widely used by website owners in order to make their websites work more efficiently, as well as to provide reporting information. Cookies set by the website owner (in this case, Arithmix) are called “first-party cookies”. Cookies set by parties other than the website owner on the owner’s behalf are called “third-party cookies”. Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g. advertising, interactive content and analytics).

We also utilize other technologies that may identify you or the devices you use. For example, “pixels” (also called pixel tags or beacons) are small blocks of code installed on (or called by) a web page, app, or advertisement which can retrieve certain information about your device and browser, including for example: device type, operating system, browser type and version, website visited, time of visit, referring website, IP address, advertising identifiers, and other similar information, including the small text file (the cookie) that uniquely identifies the device. These pixel tags enable us to recognize when someone has visited our website or opened an email that we have sent them and allows us to: monitor the traffic patterns of users within our site, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns. Pixels provide the means by which third parties can set and read browser cookies from a domain that they do not themselves operate and collect information about visitors to that domain, typically with the permission of the domain owner.

“Local storage” refers generally to other places on a browser or device where information can be stored by websites, ads, or third parties (such as HTML5 local storage and browser cache).

2. Types and Purposes of Cookies

The specific types of first and third-party cookies and the purposes they perform are described below:

Type of Cookie	Purpose
Strictly Necessary	These cookies (including local storage and similar technologies) are essential to enable your use of the site or services, such as assisting with your account login, so we can show you the appropriate experience and

	features such as your account information, trip history, and to edit your account settings. They may also provide authentication, site security, and help localize the language based on the geography of your visit.
Site Functionality	The site functionality helps us deliver products and Services. For example, cookies help you log in by pre-filling fields. We may also use cookies and similar technologies to help us provide you and others with social plugins and other customized content and experiences, such as making suggestions to you and others.
Analytics, Performance and Research	These are used to understand, improve, and research products and Services, including when you access our websites and related websites and apps from a computer or mobile device. For example, we may use cookies to understand how you are using site features, and segmenting audiences for feature testing. We and our partners may use these technologies and the information we receive to improve and understand how you use websites, apps, products, services and ads.
Advertising	These cookies and pixels are used to deliver relevant ads, track email marketing or ad campaign performance and efficiency. For example, we and our ad partners may rely on information gleaned through these cookies to serve you ads that may be interesting to you on other websites. Similarly, our partners may use a cookie, attribution service or another similar technology to determine whether we've served an ad and how it performed or provide us with information about how you interact with them.

3. How can you control cookies?

You have the right to choose whether or not to accept cookies. However, they are an important part of how our Services work, so you should be aware that if you choose to refuse or remove cookies, this could affect the availability and functionality of the Services.

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. To do so, please follow the instructions provided by your browser which are usually located within the "Help" or "Preferences" menu. Some third parties also provide the ability to refuse their cookies directly by clicking on an opt-out link, and we have indicated where this is possible in the table below.

Removing or rejecting browser cookies does not necessarily affect third-party flash cookies which may be used by us or our partners in connection with our Services. For further information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, you can visit <http://www.allaboutcookies.org/> or <https://youradchoices.com/> and www.youronlinechoices.eu for EU visitors.

For mobile users, you have controls in your device Operating System that enables you to choose whether to allow cookies, or share your advertising ID with companies like Arithmix or our advertising service providers. For information on controlling your mobile choices, you can visit www.networkadvertising.org/mobile-choices.

In addition, many advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/>.

4. Cookie Data We Collect

Strictly Necessary

Hubspot – necessary cookies to maintain options.

For further information, see

<https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser#necessary-cookies>

Auth0 – user login cookies needed to control and prevent unnecessary logins.

For further information, see <https://auth0.com/docs/users/cookies/authentication-api-cookies>

Local Storage – we store some user state in local terminal equipment (browser storage).

This is purely for user convenience - it covers things like UI layout and currently selected items (so when users return the app is in the same state).

Site Functionality

Hubspot – used by Hubspot websites functions, like Chatflow.

For further information, see

<https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser#functionality-cookies>

CloudFlare - used by CloudFlare to protect the website.

For further information, see <https://www.cloudflare.com/en-gb/cookie-policy/>

Analytics, Performance and Research

Hubspot – non-essential browser session tracking

For further information, see

<https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser#analytics-cookies>

MixPanel – non-essential browser session tracking

For further information, see <https://mixpanel.com/legal/privacy-policy>

Advertisement

Hubspot – option advertisement cookies. These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

For further information, see

<https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser#advertisement-cookies>

5. Further Information

If you have any questions about our use of cookies or related technologies, please contact us at support@arithmix.com.

