



COOKIE POLICY

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COOKIE POLICY

Welcome to our website. We are IPCOS.

Below you will find a summary (and more in-depth explanation) about which cookies we use on our website.

Cookie Policy



Our Website uses cookies.

Our Website www.incatools.com uses cookies to **optimize the performance of our website and your user experience.** By continuing to use our Website, you are considered to have accepted our Cookie Policy. If you do not agree to our Cookie Policy, we ask you to not to make any further use of our Website.

This text is only about the use of cookies. Our full Privacy Policy can be found here ([link](#)).

Cookies & other tracking technologies

Cookies are small files that are placed on your computer to

Cookies are small text files that websites send to users' devices (e.g. computer, tablet, smartphone, notebook, etc.), where they are saved. Cookies may require the user's prior consent.

enable our website and your computer to recognize each other.

A “session cookie” is stored in temporary memory and is not retained after the browser is closed. Session cookies do not collect information from the user’s computer. Cookies can also enable your actions and preferences to be remembered in order to facilitate your navigation of the website (“permanent cookies”).

Cookies may be installed by the server of the website that you visit (first party) or by partners with which our website collaborates (third party). Cookies only read the information sent by the cookie. They do not have access to other information.

Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users

We employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage the Website and Subscription Service by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages or in emails and are about the size of the period at the end of this sentence. We use clear gifs or pixels in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. We tie the information gathered by clear gifs in emails to our customers' Personal Information.

What do we do with cookies?

We use the following types of cookies:

- Cookies necessary for the proper functioning of our Website
- Cookies analyzing how our Website is used

Upfront we would like to confirm that we highly value your privacy.

Our cookies only record your behavior anonymously on our website. This way we know how our website is used and how we can improve it, without collecting your personal data.

We use the following types of cookies for the following purposes:

- **Essential cookies:**
These first- party cookies are essential for you to browse the website and use its features.
- **Functional and performance cookies:**
These third-party cookies are used to collect information on the use that you make of the website (which pages visited most, where do problems arise etc.) in order to improve its content and to adapt it to our visitors' requirements by improving its ease-of-use.

What specific cookies/trackers are used?

We specifically use the following cookies:

- Essential cookies on www.incatools.com
- Google Analytics
- Cookies for social media sharing

We use the following cookies:

- On www.incatools.com
 - First party essential cookies
 - Goal: to improve the operation and functioning of the website, error detection
 - Data: anonymous data that cannot lead to identification, are permanently retained here.
 - Validity: cookies expire after closing the page.
- Google Analytics

- Third Party cookies (eg. Youtube)

- Third-party analytical cookies
- Goal: analysis of your use of our Website, how you get to us, what device you use, from where you visit our Website, etc.
- Data: technical identification data and behavior. We do not have access to the information collected, only to the resulting statistics.
- Validity: in principle, our cookies expire after a maximum of 6 months.
- Advertising cookies
 - Third-party Advertising cookies
 - Goal: 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.
- The cookies installed for social media purposes allow visitors to share the content of the webpage visited on social media networks.
- IPCOS also integrates content from third parties in the website. Examples of this are the integration of YouTube videos. These third-party providers can theoretically set cookies while you are visiting the IPCOS website, obtaining the information that you have opened an IPCOS website, for example. Please visit the websites of third-party providers to obtain more information regarding their use of cookies.

How to control cookies yourself?

By configuring your browser settings in order to delete, deactivate or accept cookies

You can delete, deactivate or accept the website's cookies at any time by configuring your browser settings.

All browser technologies allow you to manage cookies in the cookie folder of your web browser. This means that you can either delete cookies from your cookie folder after visiting our website or you can set your preferences for the use of cookies before you start visiting our website. Please note that, as mentioned above, deleting or rejecting cookies may have a detrimental effect on your user experience of our website.

To find out how to delete, deactivate or accept cookies, visit your browser's website via the following links:

[Firefox](#), [Chrome](#), [Safari](#), [Internet Explorer](#), [Edge](#)

Changes

This cookie policy may change at any time.

IPCOS may update its Cookie policy from time to time within the legally permitted limits. When these changes affect you and/or your rights, a notice will be posted on our website.

Copyright and quality label

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