COOKIE POLICY

Aim

The aim of this Cookie Policy is to provide users with a clear understanding of the role and purpose of cookies utilised by our website. This policy seeks to:

- Educate Users: To ensure that users are well-informed about what cookies are, how they function, and the reasons for their use on our platform.
- Transparency: To disclose the specific types of cookies we employ, their duration, and their impact on user experience and data privacy.
- User Control: To empower users with the ability to manage, accept, or decline cookies based on their preferences, ensuring a balance between optimal website functionality and user privacy.
- Compliance: To align with legal and regulatory standards related to online data collection and user rights, ensuring that our practices are both ethical and lawful.
- Trust and Assurance: To foster trust by being transparent about our cookie practices and ensuring that users feel secure when browsing and interacting with our website.

By understanding and adhering to this policy, users can make informed decisions about their cookie preferences and enjoy a seamless online experience tailored to their needs.

Signify Technology Group Ltd's Cookie Policy

To give you the best, most personalised online experience we use cookies. You can view the cookies used by us listed below.
We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.
This site uses different types of cookies. Some cookies are placed by third-party services that appear on our pages. You can at any time change or withdraw your consent from the Cookie Declaration on our site. Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy [LINK HERE].

Necessary cookies:

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Preference cookies:

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Statistic cookies:

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Marketing cookies:

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

Unclassified cookies:

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

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The cookies we set

Account related cookies

If you create an account with us, then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out; however, in some cases they may remain afterwards to remember your site preferences when logged out.

Login related cookies

We use cookies when you are logged in so that we can remember that you are logged in. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

Email newsletters related cookies

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

Forms related cookies

When you submit data to us through a form such as those found on contact pages or comment forms, cookies may be set to remember your user details for future correspondence.

Third-Party Cookies

These cookies are placed by a different website domain than the one you're currently browsing. They could be utilised for purposes such as online advertising or sharing content on social media and various other platforms. These cookies are set by trusted third-party service providers to enhance our website's functionality and offer additional features to our users. Please note that these third-party cookies are subject to their respective providers' privacy policies. We do not have control over the information collected or how it is used by these providers. We recommend reviewing the privacy policies of these third-party services for more information about their data processing practices.

What information do we know about you?

We don't request or require you to provide personal information to access our website. As noted above, we may receive your IP address and user agent automatically. If you optionally decide to fill out our early access request form, we will receive your Name, Email, Phone number, and Company name as well as your stated interest in our products.

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Transfers outside of our borders

Where we transfer your data outside of our borders we will ensure your data is protected to the level you would expect. We have assessed the risk of using these cookies and have established that there is no appreciable risk to you and only minimal impact on your data protection rights.

Cookies we may use

NECESSARY

Cookie	Domain	Cookie type	Duration	Description
VISITOR_PRIVACY_METADATA	.youtube.com	Third-party	6 months	This cookie is used to store the user's consent and privacy choices for their interaction with the site. It records data on the visitor's consent regarding various privacy policies and settings, ensuring that their preferences are honoured in future sessions.
Analytics SyncHistory	.linkedin.com	Third-party	1 month	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries.
_GRECAPTCHA	www.google.com	Third-party	6 months	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.
Li_gc	.linkedin.com	Third-party	6 months	Used to store guest consent to the use of cookies for non-essential purposes.
CONSENT	signifytechnology.com	First-party	2 years	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.

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Signify Technology Group is a Limited company registered in England and Wales. Registered number 10260641. Registered office: 1st Floor, 3 Moorgate Place, London, EC2R 6EA

STATISTICS

Cookie	Domain	Cookie type	Duration	Description
_sf_source	www.signifytechnology.com	First-party	Session	Records the referrer, utm source, utm medium and utm_campaign values that were present when the user lands on the website. These are stored in a cookie so they persist after the user has navigated to another page.
_sf_journey	www.signifytechnology.com	First-party	Session	Records the list of pages the user navigates to during a visit, and how long they spent on each page. This is stored as a cookie so it persists as the page changes, and the new data can be appended to the end.
_sf_journey_last_event	www.signifytechnology.com	First-party	Session	Records the timestamp of the last interaction the user had. This is used to decide if the next page visit counts as a new session because too much time has passed. This is stored as a cookie so it persists after the user has left the site and can still be used when they return later.

PERFORMANCE

Cookie	Domain	Cookie type	Duration	Description
_ga_MDWWLQ2WJW	.signifytechnology.com	First-party	1 year and 1 month	This cookie is used by Google Analytics to persist session state.
_ga	.signifytechnology.com	First-party	1 day	This cookie name is associated with Google Universal Analytics – which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_gat	.signifytechnology.com	First-party	1 day	Used by Google Analytics to throttle request rate.
api/v2/activity/record	.signifytechnology.com	First-party	Session	Collects data on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded with the purpose of generating reports for optimising the website content.

MARKETING

Cookie	Domain	Cookie type	Duration	Description
f24_autoId			10 years	Registers user behaviour and navigation on the web site, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting.
VISITOR_INFO1_LIVE			179 days	Tries to estimate the users' bandwidth on pages with integrated You Tube videos.
YSC			Session	Registers a unique ID to keep statistics of what videos from You Tube the user has seen.
ytidb::LAST_RESULT_ENTRY_KEY			Persitent	Stores the user's video player preferences using embedded You Tube video.
yt-remote-cast-available			Session	Stores the user's video player preferences using embedded You Tube video.
yt-remote-cast-installed			Session	Stores the user's video player preferences using embedded You Tube video.
yt-remote-connected-devices			Persistent	Stores the user's video player preferences using embedded You Tube video.
yt-remote-device-id			Persistent	Stores the user's video player preferences using embedded You Tube video.
yt-remote-fast-check-period			Session	Stores the user's video player preferences using embedded You Tube video.
yt-remote-session-app			Session	Stores the user's video player preferences using embedded You Tube video.
yt-remote-session-name			Session	Stores the user's video player preferences using embedded You Tube video.

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Understanding cookies and their functionality

Cookies are small text files that are stored on your device (computer, smartphone, tablet, etc.) when you visit a website. They are designed to hold a modest amount of data specific to a particular client and website and can be accessed either by the web server or the client computer. This allows the server to deliver a page tailored to a particular user, or the page itself can contain some script which is aware of the data in the cookie and so is able to carry information from one visit to the website (or related site) to the next.

Here's a deeper dive into the different types of cookies and related technologies:
Session Cookies:

These are temporary cookies that are only stored on your device while you are visiting a website and are deleted when you close your browser. They are often used to remember your choices for that particular session, such as items in a shopping cart.

Persistent Cookies:
Unlike session cookies, persistent cookies are stored on your device even after you close your browser. They remember your preferences and actions across multiple sites and multiple visits.

Tracking Cookies:
These cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are set by third-party providers with the website operator's permission.

Third-party Cookies:

These are cookies set by a domain other than the one you are visiting. They might be used for online advertising, or for sharing content on social networks and other platforms.

Bullhorn automation
Google Tag Manager
Sourceflow
Gstatic
Google Analytics

Tracking Pixels (or Web Beacons):
These are tiny, transparent images embedded in emails and websites. They are used in conjunction with cookies to understand user behaviour. When you open a website or email that contains a tracking pixel, it requests the image from the server, and the action is tracked. This can be used to monitor the number of users visiting a site or opening an email, for instance.

Flash Cookies (or Local Shared Objects):
These are pieces of data that websites which use Adobe Flash may store on a user's computer. They are more resilient than regular cookies and can be used to track more detailed user behaviour.

It's essential to understand that while cookies and related technologies enhance the user experience by remembering user preferences and delivering content tailored to individual interests, they also raise privacy concerns. Users should be aware of these technologies and their implications, and websites should provide clear instructions on how to manage or opt-out of such tracking.