

## Cookie Policy

**Latest update: 12/03/20234**

This Cookie Policy explains what cookies are and how we use them. You should read this policy so you can understand what type of cookies we use, the information we collect using cookies, and how that information is used. For further information on how we use, store and keep your personal data secure, see our Privacy Policy.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Cookie Policy please contact:

<b>Company</b>	SOWISO b.v.
<b>Address</b>	Science Park 301, 1098 XH Amsterdam
<b>Telephone</b>	+31 20 752 0000
<b>E-mail</b>	info@sowiso.com
<b>Website</b>	<a href="https://sowiso.com">https://sowiso.com</a>

### What are cookies?

Cookies are little text files that are stored on the browser or hard drive of your computer or mobile device when you visit a webpage or application. Cookies work to make your experience browsing our site as smooth as possible, and they remember your preferences so you don't have to insert your details again and again. There are different types of cookies. Some cookies come directly from our website, and others come from third parties which place cookies on our site.

Cookies can be stored for varying lengths of time on your browser or device. Session cookies are deleted from your computer or device when you close your web browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date.

We are 3 varieties of cookies that operate on our website:

#### 1. The essentials

Some cookies are essential for you to be able to experience the full functionality of our site. Without these cookies, some parts of our site just won't work as they should.



## 2. The customisers

These cookies (also called functional cookies) allow our site to remember your preferences, helping you to customise your experience on our site.

## 3. The performance improvers

These cookies tell us about how you use the site, and they help us to make it better. This helps us to improve the way our site works, for example, by ensuring that users find what they are looking for easily.

## How do we use cookies?

We use cookies to enhance your browsing experience by:

- Recognising when you log in and any preferred settings.
- Giving you access to our chatbot. This helps you navigate more easily through the website.

## What types of cookies do we use?

Our cookies are essentials and customisers. They allow you to navigate our site, log in, set language settings, etc.

To opt out of these cookies you will need to change the settings on your browser [Cookie preferences](#). If you choose to block these cookies our website may not work as it should, and any preferences you have may be lost.

We will never use targeter cookies (also called advertising cookies) which are used to deliver advertised content which is relevant to you, and they can be used to track the effectiveness of our ad campaigns on third-party websites.

## Intercom

We use third-party analytics services to help understand your usage of our services. In particular, we provide a limited amount of your information (such as the sign-up date and some personal information like your email address) to Intercom, Inc. (“Intercom”) and utilize Intercom to collect data for analytics purposes when you visit our website or use our product.

As a data processor acting on our behalf, Intercom analyzes your use of our website and/or product and tracks our relationship by way of cookies and similar technologies so that we can improve our service to you. For more



information on Intercom's use of cookies, please visit <https://www.intercom.com/terms-and-policies#cookie-policy>.

We may also use Intercom as a medium for communications, either through email or through messages within our product(s). The Intercom Messenger Apps and Apps in Inbox products may also provide you with access to other third-party applications such as Stripe. You should consult these third parties' privacy notices for further information on their use of your personal data. As part of our service agreements, Intercom collects publicly available contact and social information related to you, such as your email address, gender, company, job title, photos, website URLs, social network handles and physical addresses, to enhance your user experience. For more information on the privacy practices of Intercom, please visit <https://www.intercom.com/terms-and-policies#privacy>.

Intercom's services are governed by Intercom's terms of use which can be found at <https://www.intercom.com/terms-and-policies#terms>. If you would like to opt out of having this information collected by or submitted to Intercom, please contact us.

### Google Analytics 4 (GA4)

We utilize Google Analytics 4 (GA4) to collect information about how visitors interact with our website. This analytics service provided by Google helps us understand trends, user behavior, and gather demographic information. GA4 uses cookies to track user interactions. These cookies collect anonymous information such as your IP address, browser type, internet service provider, referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. This information is used to improve our website and enhance user experience.

Google Analytics 4 may store cookies on your browser for this purpose. You can choose to disable cookies through your browser settings; however, please note that disabling cookies may affect the functionality of certain features on our website. By using our website, you consent to the processing of data about you by Google Analytics in the manner and for the purposes set out above.

For more information on how Google Analytics handles user data, please refer to Google's Privacy Policy: [Google Privacy Policy](#).



## How do you change cookie preferences or block cookies?

Within your browser, you can choose whether you wish to accept cookies or not. Different browsers make different controls available to you. Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times or those from providers that website owners use i.e. third-party cookies or those from specific websites. Each browser's website should contain instructions on how you can do this.

For further information please refer to

[www.aboutcookies.org/how-to-delete-cookies/](http://www.aboutcookies.org/how-to-delete-cookies/)

If you block cookies on our website, you may be unable to access certain areas of our website, and certain functions and pages will not work in the usual way.

## Changes to the Cookie Policy

We may update this Policy from time to time. If we make significant changes we will let you know, but please regularly check this Policy to ensure you are aware of the most updated version.