

# Cookie Policy

*Last updated: May 18, 2018*

The Presq Platform uses cookies, in combination with pixels, local storage objects, and similar devices (collectively, “cookies” unless otherwise noted) to distinguish you from other users of the Presq Platform. This helps us provide you with a good experience, improve our service, and to personalize ads and content to you while you use the Presq Platform.

This cookie policy (“Cookie Policy”) describes the types of cookies we use on the Presq Platform and our purposes for using them.

If you have questions about this Cookie Policy, or if you would like a detailed list of the cookies that we currently use on the Presq Platform, please contact us at [privacy@Presq.in](mailto:privacy@Presq.in). For more information about our privacy practices, please review our privacy policy: [www.Presq.in/about/privacy/](http://www.Presq.in/about/privacy/).

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## Your Consent

You consent to placement of cookies on your browser by us and our third party service providers. Please read this Cookie Policy carefully for details about why we use cookies and the information they collect from and about you.

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## Withdraw Your Consent at Any Time

If you do not wish to accept cookies in connection with your use of the Presq Platform, you will need to delete, and block or disable cookies via your browser settings; see below for more information on how to do this. Please note that disabling cookies will affect the functionality of the Presq Platform, and may prevent you from being able to access certain features on the Presq Platform.

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## What Is a Cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your device. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the Presq Platform.

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## Key Concepts

**First and third-party cookies:** whether a cookie is 'first' or 'third' party refers to the domain placing the cookie.

- *First-party cookies* are those set by a website that is being visited by the user at the time (e.g., cookies placed by <http://www.Presq.in>).
- *Third-party cookies* are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

**Persistent cookies:** these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

**Session cookies:** these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

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## How to Delete and Block our Cookies

Most web browsers allow some control of most cookies through the browser settings. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of the Presq Platform. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the Presq Platform.

**Changing your Cookie Settings.** The browser settings for changing your cookies settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

**More information.** To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

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## What Cookies Do We Use and Why?

Generally the Presq Platform uses cookies to distinguish you from other users of the Presq Platform. This helps us to provide you with a good experience when you browse the Presq Platform and also allows us to improve it.

The cookies we may use on the Presq Platform may be categorized as follows:

- Strictly necessary
- Performance
- Functionality
- Targeting

Some cookies may fulfill more than one of these purposes.

**'Strictly Necessary'** cookies let you move around the Presq Platform and use essential features like secure areas. Without these cookies, we cannot provide the requested services.

We use these *Strictly Necessary* cookies to:

- Identify you as being logged in to the Presq Platform and to authenticate you
- Make sure you connect to the right service on the Presq Platform when we make any changes to the way it works
- For security purposes

Accepting these cookies is a condition of using the Presq Platform, so if you prevent these cookies we can't guarantee how the Presq Platform or the security on the Presq Platform will perform during your visit.

**'Performance' cookies** collect information about how you use the Presq Platform e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and are only used to help us improve how the Presq Platform works, understand the interests of our users, and measure the effectiveness of our advertising.

We use *performance cookies* to:

- Carry out web analytics: Provide statistics on how the Presq Platform is used
- Perform affiliate tracking: Provide feedback to affiliated entities that one of our visitors also visited their site
- Obtain data on the number of users of the Presq Platform that have viewed a product or service
- Help us improve the Presq Platform by measuring any errors that occur
- Test different designs for the Presq Platform

Some of our performance cookies are managed for us by third parties.

**'Functionality' cookies** are used to provide services or to remember settings to improve your visit.

We use *'Functionality' cookies* for such purposes as:

- Remember settings you've applied such as layout, text size, preferences and colors
- Remember if we've already asked you if you want to fill in a survey
- Remember if you have engaged with a particular component or list on the Presq Platform so that it won't repeat
- Show you when you're logged in to the Presq Platform
- To provide and show embedded video content

Some of these cookies are managed for us by third parties.

**'Targeting' cookies** are used to track your visit to the Presq Platform, as well other websites, apps and online services, including the pages you have visited and the links you have followed, which allows Presq to display targeted ads to you on the Presq Platform.

We may use *targeting cookies* to:

- Display targeted ads within the Presq Platform.
  - To improve how we deliver personalized ads and content, and to measure the success of ad campaigns on the Presq Platform.
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## Additional Information About Advertising and Analytics

### ***Presq Opt-Out Options***

***Pixels.*** To opt out of tracking via the Presq Pixels, please visit this page. Opting out of Pixels tracking may impact our ability to personalize ads and content tailored to your interests. This setting is tied to your cookies and, unless you are logged in to the Presq Platform, will only be effective on the browser for which you have performed the opt-out.

### ***Third Party Analytics and Advertising***

#### ***Facebook***

***Facebook Connect.*** For more information about what Facebook collects when you use Facebook buttons on the Presq Platform, please see: [Data Policy](#).

***Facebook Ads.*** For more information about what Facebook collects and your choices around Facebook Ads, please see: [AdChoices](#).

***Twitter.*** For more information about what Twitter collects when you use Twitter buttons on the Presq Platform or visit pages on the Presq Platform that include these buttons, please see: <https://twitter.com/en/privacy>.

***LinkedIn.*** For more information about what LinkedIn collects when you use LinkedIn buttons on the Presq Platform or visit pages on the Presq Platform that include these buttons, please see [Privacy Policy | LinkedIn](#)

***Google Analytics:*** For more information about Google Analytics cookies, please see Google's help pages and privacy policy:

[Google's Privacy Policy](#)

[Google Analytics Help pages](#)

Google has developed the Google Analytics opt-out browser add-on; if you want to opt out of Google Analytics, you can download and install the add-on for your web browser [here](#).

Google Analytics is a web analytics service provided by Google, Inc. ("Google"). Google uses cookies to help us analyze how users use the Presq Platform. The information generated by the cookie about your use of the Presq Platform (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the Presq Platform, Google will use this information for the purpose of evaluating your use of the

Presq Platform, compiling reports on your activity for us and third parties who help operate and provide services related to the Presq Platform. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this notice. However, please note that if you do this, you may not be able to use the full functionality of the Presq Platform. Furthermore, you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under [Google Analytics Opt-out Browser Add-on](#).

Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/...> or at [https://www.google.de/intl/en\\_uk...](https://www.google.de/intl/en_uk...)

Please note that on the Presq Platform, Google Analytics code is supplemented by "gat.\_anonymizeIp();" to ensure an anonymized collection of IP addresses (so called IP-masking).

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### **More Information About Presq Ads and Personalization**

Please see our Pixel Privacy Terms for more information about the Presq Ads and Personalization on the Presq Platform.

### **More Information About Targeted Advertising By Third Parties**

A guide to behavioral advertising and online privacy that has been produced by the internet advertising industry can be found at: <http://www.youronlinechoices.eu/>

For more information about and to opt out of interest based ads from many ad networks, go to:

- U.S.: <http://www.aboutads.info/>
- Canada: [www.youradchoices.ca](http://www.youradchoices.ca)
- European Union: [www.youronlinechoices.eu/](http://www.youronlinechoices.eu/)

### **More Information About Cookies**

*International Chamber of Commerce United Kingdom*

Information on the ICC (UK) UK cookie guide can be found on the ICC website:

[International Chamber of Commerce UK - Digital Economy](#).

