

## **TOPERATION LTD - COOKIE POLICY**

### **Cookie Policy**

A cookie is a piece of information that is placed automatically on your computer's hard drive when you access certain Websites. The cookie uniquely identifies your browser to the server. Cookies allow us to store information on the server to help make the Web experience better for you and to conduct site analysis and Website performance reviews.

### **Pixel Tags**

On certain webpages or e-mails, TOPeration may utilize a common internet technology called a "Web beacon" (also known as a "pixel tag" or "clear GIF technology"). Web beacons help analyse the effectiveness of Websites by measuring, for example, the number of visitors to a site or how many visitors clicked on key elements of a site.

Web beacons, cookies and other tracking technologies do not automatically obtain personally identifiable information about you. Only if you voluntarily submit personally identifiable information, such as by registering or sending e-mails, can these automatic tracking technologies be used to provide further information about your use of the website and/or interactive e-mails to improve their usefulness to you.

### **Our Use of Cookies and Pixel Tags**

TOPeration collects information, which may include personal data, from your browser when you use our website. We use a variety of methods, such as cookies and pixel tags to collect this information, which may include your (i) IP-address; (ii) unique cookie identifier, cookie information and information on whether your device has software to access certain features; (iii) unique device identifier and device type; (iv) domain, browser type and language, (v) operating system and system settings; (vi) country and time zone; (vii) previously visited websites; (viii) information about your interaction with our site such as click behaviour, purchases and indicated preferences; and (ix) access times and referring URLs.

Third parties may also collect information via our website through cookies, third party plug-ins and widgets. These third parties collect data directly from your web browser and the processing of this data is subject to their own privacy policies.

We use cookies and web beacons to track our customers' usage of the website and to understand our customers' preferences (such as country and language choices). This enables us to provide services to our customers and improve their online experience. We also use cookies and web beacons to obtain aggregate data about site traffic and site interaction, to identify trends and obtain statistics so that we can improve our website. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use. Disabling cookies will usually result in also disabling certain functionality and features of the Site. Therefore, it is recommended that you do not disable cookies.

If you do not wish to accept cookies you can change your web browser's settings to automatically deny the storage of cookies or to inform you when a website wants to store cookies on your computer. Previously stored cookies can also be deleted through the web browser. More information can be

found through your web browser's support pages. Please note that certain areas and functions on this website require cookies and may not function if cookies are deleted or declined.

For more information regarding the cookies used on this website please contact us at [support@wearedex.com](mailto:support@wearedex.com).