COOKIE POLICY

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LEGAL & POLICIES

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1. Introduction

Cloudtria Limited ("Cloudtria", "we", "us" or "our") uses cookies and similar technologies on its websites to provide essential functionality, improve website performance, understand how visitors interact with our services, and enhance the overall user experience.

This Cookie Policy explains what cookies are, how we use them, the types of information they may collect, and how you can manage your cookie preferences.

This policy applies to Cloudtria-operated websites and online services, including:

- https://www.cloudtria.com
- https://chat.cloudtria.com (Cloudtria Chat)
- https://go.cloudtria.com (Cloudtria Marketing)

This policy should be read alongside our Privacy Policy.

2. What are cookies?

Cookies are small text files that websites store on your computer, tablet or mobile device when you visit a website.

Cookies allow websites to recognise your browser, remember certain preferences, maintain sessions and understand how visitors use a website.

We may also use similar technologies, including:

- **Session storage:** Temporarily stores information within your browser session.
- **Local storage:** Stores information in your browser to remember preferences or application settings.
- **Tracking pixels:** Small image or code elements that help measure website activity and interactions.
- **Analytics technologies:** Tools that collect aggregated information about website usage and performance.

These technologies may operate independently of traditional browser cookies.

3. Types of cookies we use

Depending on the website or service you access, Cloudtria may use the following categories of cookies.

3.1 Strictly necessary cookies

These cookies are essential for the operation, security and functionality of our websites.

They may be used to:

- Maintain secure login sessions.
- Support account authentication and access controls.
- Protect websites against malicious activity and automated abuse.
- Maintain session information and form functionality.
- Support shopping cart, checkout and customer portal functionality.
- Remember essential security and application settings, including your cookie choices.

These cookies cannot generally be disabled through our website without affecting essential functionality.

3.2 Functional cookies

Functional cookies allow our websites to remember your preferences and improve your browsing experience.

They may be used to:

- Remember display preferences, such as dark or light mode.
- Remember language or regional preferences.
- Retain certain website settings between visits.
- Improve the consistency of your experience across our websites.

Disabling these cookies may mean some preferences are not remembered.

3.3 Analytics and performance cookies

We may use analytics technologies, including Google Analytics, to understand how visitors interact with our websites.

These technologies may collect information such as:

- Pages visited and time spent on pages.
- Website navigation and interaction patterns.
- Referring websites and traffic sources.
- Browser type, operating system and device information.
- Approximate geographic location derived from IP address.
- Website performance and technical errors.

We use this information to understand website usage, identify areas for improvement and enhance the performance and usability of our services.

Analytics information may be processed by third-party service providers on our behalf.

Analytics cookies are only set after you accept them.

3.4 Security and fraud prevention technologies

Cloudtria may use cookies and similar technologies to support website security, identify suspicious activity and protect our infrastructure.

These technologies may help us:

- Detect unusual browsing or login activity.
- Identify automated requests and malicious traffic.
- Prevent abuse of website forms and services.
- Maintain the integrity and availability of our websites.

3.5 Marketing cookies

Cloudtria Marketing is our own marketing system, built on open-source software and run on our own servers. We use it to understand which pages interest our visitors and to measure our marketing emails.

Marketing cookies help us:

- Recognise your browser when you return to our websites.
- Link your visits to your contact record if you click a link in one of our emails or fill in one of our forms.
- Measure which emails are opened and which links are clicked.

Cloudtria Marketing also keeps an identifier in your browser's local storage, which stays until you clear your browsing data or withdraw your consent.

Marketing cookies are only set after you accept them.

3.6 Cloudtria Chat cookies

Cloudtria Chat, our live chat window, uses a cookie to keep your conversation open as you move between pages and return to our websites, so you don't have to start again. The chat window also keeps its settings in your browser's local storage.

The chat cookie is set when the chat window loads. It is part of providing the chat service and is not used for marketing or advertising.

3.7 Cookies we set

Cookie	Category	Purpose	How long it lasts
ct_consent	Strictly necessary	Remembers your cookie choices	1 year
cw_conversation	Cloudtria Chat	Keeps your chat conversation open between pages and visits	1 year

Cookie	Category	Purpose	How long it lasts
cw_snooze_campaigns_till	Cloudtria Chat	Stops a chat prompt reappearing after you close it	1 hour
_ga, _ga_*	Analytics (Google Analytics)	Distinguishes visitors and visits for usage statistics	Up to 2 years
mtc_id	Marketing (Cloudtria Marketing)	Identifies your visitor record	Until you close your browser (also kept in local storage until cleared)
mautic_device_id	Marketing (Cloudtria Marketing)	Recognises your browser on repeat visits	1 year on go.cloudtria.com; until you close your browser on our website (also kept in local storage until cleared)

4. Third-party cookies

Some cookies and tracking technologies may be provided by third-party services integrated into our websites.

Depending on the functionality being used, these providers may include:

- **Google Analytics:** Website traffic measurement and analytics, if you accept analytics cookies.
- **Payment providers:** Supporting secure payment processing and transaction functionality.
- **Security providers:** Supporting traffic filtering, bot detection and website protection.
- **Embedded services:** Supporting externally hosted content or functionality displayed on our websites.

Cloudtria Chat and Cloudtria Marketing run on our own servers, so their cookies are set by Cloudtria, not by a third party.

Third-party providers may collect information in accordance with their own privacy policies and terms.

Cloudtria does not control all cookies or tracking technologies placed by third-party services. We encourage you to review the relevant provider's privacy documentation.

5. How long do cookies remain on your device?

Cookies generally fall into two categories:

Session cookies

These are temporary cookies that expire when you close your browser or end your browsing session.

Persistent cookies

These remain on your device for a defined period or until you delete them. They may be used to remember preferences, recognise returning visitors or support analytics.

The retention period varies depending on the purpose of the cookie and the service provider responsible for setting it. The cookies we set, and how long each lasts, are listed in section 3.7.

6. Managing your cookie preferences

When you first visit our website, you can accept or reject analytics and marketing cookies, or choose each category separately. You can change your choice at any time using the Cookie settings link at the foot of each page. If you withdraw consent, we delete the analytics and marketing cookies our website has set.

You can also manage or restrict cookies through your browser settings.

Most modern browsers allow you to:

- View cookies stored on your device.
- Delete existing cookies.
- Block all cookies or selected categories.
- Configure settings to notify you when cookies are being stored.
- Restrict third-party cookies.

Please be aware that disabling certain cookies may affect the functionality of our websites, including login sessions, customer portals and other interactive features.

7. International visitors

Cloudtria Limited operates from New Zealand but may provide services to customers and visitors in other jurisdictions.

Where applicable, we will handle cookies and associated personal information in accordance with relevant privacy and data protection requirements.

For all visitors, wherever they are, analytics and marketing cookies are only set after you accept them.

8. Personal information and privacy

Some information collected through cookies and similar technologies may constitute personal information, particularly where it can identify or be associated with an individual.

Cloudtria handles personal information in accordance with the New Zealand Privacy Act 2020 and other applicable privacy requirements.

We do not sell personal information collected through our websites to third parties.

For further information about how we collect, use, store and protect personal information, please refer to our Privacy

Policy.

9. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our website functionality, technologies, service providers or legal requirements.

Any updates will be published on our website with a revised effective date.

We encourage visitors to review this policy periodically.

10. Contact us

If you have questions about this Cookie Policy or how Cloudtria uses cookies and similar technologies, please contact us.

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