

# Cookie Policy

We use in our site [www.trustmi.ai](http://www.trustmi.ai) (“**Site**”) cookies and similar files or technologies to automatically collect and store information about your computer, device, and Site usage, in order to improve their performance and enhance your user experience. We use the general term “**cookies**” in this notice to refer to these technologies and all such similar technologies that collect information automatically when you are using our Site where this notice is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie notice or by changing your browser settings so that cookies from this Site cannot be placed on your computer or mobile device. Important: disabling cookies on this Site may impair certain Site features.

In this cookie notice (“**Cookies Notice**”), we use the term Trustmi (“**us**”, “**we**” or “**our**”) to refer to Trustmi Networks Ltd.. Our Privacy Policy is available at [www.trustmi.ai/privacy-policy](http://www.trustmi.ai/privacy-policy). **What is a cookie?** Cookies are computer files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used in order to make websites work, or to work more efficiently, as well as to provide information to the owners of the website. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Site before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for functionality, performance / analytics, marketing, and other technologies, and social media purposes. The third-party cookies are outside of our control. The third parties may, at any time, change their terms of service, purpose and use of cookies, etc. See below additional information on how to manage such cookies.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are ‘session cookies’, meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are ‘permanent cookies’, meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

**Web beacons:**

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are small graphics files that contain a unique identifier that enable us to recognize when someone has visited our Site. This allows us, for example, to monitor the traffic patterns of users from one page within our website to another, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third party website, to improve website performance and to measure the success of email marketing campaigns. In most instances, these technologies are reliant on cookies to function, and therefore declining cookies prevents them from functioning.

### **Targeted advertising**

Third parties may drop cookies on your computer or mobile device to serve advertising through our Site. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these to us.

### **How do we use cookies?**

We use cookies to:

- track traffic flow and patterns of travel in connection with our Site;
- understand the total number of visitors to our Sites on an ongoing basis and the types of internet browsers (e.g. Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g. Windows or Mac) used by our visitors;
- monitor the performance of our Site and to continually improve it; and
- customize and enhance your online experience.

### **What types of cookies do we use?**

The types of cookies used by us in connection with the Site can be considered ‘essential website cookies’, ‘functionality cookies’, ‘analytics and performance cookies’, ‘marketing’, and ‘other technologies’. We’ve set out some further information below, and the purposes of the cookies we set in the following table.

#### **1. Cookies necessary for essential website purposes**

These cookies are essential to provide you with services available through this Site and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

#### **Source**

**Expiry****Purpose**

*\_gac\_*

*Google Analytics*

*90 days*

*To collect information and report site usage statistics without personally identifying individual visitors to Google*

**Cookie name****2. Functionality Cookies**

These cookies record information about choices you've made and allow us to tailor the website to you. These cookies allow us to provide you with our services in the way in which you have required, as you continue to use or come back to our Site. For example, these cookies allow us to:

- Save your location preference if you have set your location on the homepage in order to receive a localized information;
- Remember settings you have applied, such as layout, text size, preferences, and colors;
- Show you when you are logged in; and
- Store accessibility options.

**Cookie name****Source****Expiry****Purpose**

*None*

*None*

*None*

*None*

**3. Performance / Analytics Cookies**

We use performance/analytics cookies to analyze how the website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the Site. For example, these cookies allow us to:

- Better understand our website visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;
- Collect information about Site visitors such as where they are located and what browsers they are using;
- Determine the number of unique users of the Site;
- Improve the Site by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

**Cookie name****Source****Expiry**

**Purpose**

*gads \_*

*Google Adwords*

*13 months*

*for advertising, including serving and rendering ads, personalizing ads (depending on your ad settings at g.co/adsettings), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.*

*\_gac\_*

*Google Analytics*

*90 days*

*To collect information and report site usage statistics without personally identifying individual visitors to Google*

**4. Marketing**

We use marketing cookies to deliver many types of targeted digital marketing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the Site. The cookie store user data and behavior information (for example, pages visited on the site), which allows advertising services to target audience according to variables. For example, these cookies allow us to:

- Observe the site performance and generate retargeting (Site retargeting, search retargeting, etc); and
- Maintain and improve the Site and our products.

**Source****Expiry****Purpose**

*gads \_*

*Google Adwords*

*13 months*

*for advertising, including serving and rendering ads, personalizing ads (depending on your ad settings at g.co/adsettings), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.*

**Cookie name****5. Unclassified****How to control or delete cookies**

You may have the right to decide whether to accept or reject cookies. When you access our Site, you are presented with a cookie consent mechanism that allows you to accept or reject cookies that are not essential cookies. You may also control cookies by setting your browser to turn off cookies as described further below. If you turn off cookies, web beacon and other technologies will still detect your visits to our Site; however, they will not be associated with information otherwise stored in cookies.

As another way of controlling cookies, most browsers allow you to change your cookie

settings. These settings will typically be found in the “options” or “preferences” menu of your browser. To understand these settings and learn how to use them, please consult the “Help” function of your browser, or the documentation published online for your particular browser type and version. However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Site. The following pages have information on how to change your cookies settings for the different browsers:

- [Cookie settings in Chrome](#) and [Chrome mobile](#)
- [Cookie settings in Firefox](#) and [Firefox mobile](#)
- [Cookie settings in Internet Explorer](#) and [Microsoft Edge](#)
- [Cookie settings in Safari](#) and [Safari mobile](#)
- [Cookie settings in iOS](#)
- [Cookie settings in Opera](#)
- [Cookie settings in Apple Safari](#)

If you use another browser, you can check if the procedure for your browser is mentioned in [this explanatory website](#) or [here](#).

### **Need More Information?**

If you would like to find out more about cookies and their use on the Internet, you may find the following link useful: [All About Cookies](#)

### **Cookies that have been set in the past**

If you have disabled one or more Cookies, we may still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

### **Contact us**

If you have any questions or comments about this Cookies Notice, or privacy matters generally, please contact us via email at [privacy@trustmi.ai](mailto:privacy@trustmi.ai).