# Dye & Durham

# **Cookie policy**

Ver: June 7<sup>th</sup> 2022

# This website uses cookies

We use cookies to make sure the website can function, to measure traffic and to support the marketing of our services. By clicking on "Allow all cookies" or using the website, you agree to our use of cookies. Please read this Policy along with our <u>Privacy Policy</u> for further information about our use of cookies. You may change your consent by rejecting optional cookies in the settings or by blocking cookies in your browser.

**Cookie:** Our website, like many other commercial websites, uses a standard technology called a "Cookie". A Cookie is a small data file that a website can send to a browser, which may then be stored on your computer system. While Cookies themselves do not contain any personal information, we may link the information we store in cookies to personally identifiable information you submit while on our Website. Cookies help make your visit to our Website more user friendly by allowing us to analyse usage information, feedback, support queries, and survey responses to help us better understand your use of the Website and make improvements to our services.

When you browse our Website, we may use a Cookie to help us provide you with better customer service by:

- identifying your browser as one that has visited our Website before; and
- saving and remembering any preferences that you may have set during previous visits to our Website.

Any personal information collected about you through our use of Cookies will be treated in accordance with the Privacy Policy. If you do not want Cookies sent to or stored on your system, most Internet browsers will allow you to delete or reject Cookies or to notify you when you receive a Cookie, which will give you the opportunity to decide whether you want to accept the Cookie or not. Note that if you reject Cookies, it may not be possible for you to access all or parts of our Website or use Dye & Durham services which require registration. Unless you have adjusted your browser setting to refuse Cookies, our system will issue Cookies as soon as you visit the Website. If you continue to use the Website, you agree to our use of Cookies, as explained in this Policy.

**Optional Cookies:** We only use optional Cookies if we have obtained your prior consent (in compliance with Art. 6(1)(a) of the General Data Protection Regulation).

# THIS SITE USES DIFFERENT TYPES OF COOKIES.

# Cookie on this website that do not require approval.

Different regulations state that we can store Cookies on your device if they are strictly necessary for the operation of the site and enable features without which you would not be able to use the website as intended. An example of why strictly necessary Cookies is used is to set the language of your preference when browsing this website. Your consent is not required for the use of strictly necessary cookies. Strictly necessary Cookies cannot be disabled without losing some of the features of this website.

# **Own and Third-Party Cookies.**

## **First-party Cookies**

These Cookies are sent to the user's device from a server or domain managed by our Website and which provides the service requested by the user.

## **Third-party Cookies**

These Cookies are sent to the user's device from a server or domain that is not managed by us but by another entity that processes the data collected through Cookies. We are not responsible for the privacy practices or content of such third-party websites and applications that are subject to their own privacy policies. We use following Third-party Cookies – Vimeo, HubSpot, Instapage, YouTube, and LinkedIn.

#### **Strictly necessary Cookies**

These Cookies are strictly necessary to offer you the basic functionalities of our website, to deliver the services you have specifically asked for, and to remember your settings, such as detection of your language preferences.

#### **Performance Cookies**

These Cookies allow us to analyse site usage so we can measure and improve performance. This helps us to improve the way our website works to provide a high-quality experience by customizing our offering and quickly identifying and fixing any issue.

# **Functionality Cookies**

These Cookies remember choices you make to improve your experience when returning to pages requiring an acceptance of login such as your username, language, or the region you are in. These cookies are not used to track your browsing on another site.

# **Analytic Cookies**

These Cookies collect data to help us understand how our visitors use the website. It tracks and analyses the behaviour of users and this information is used to measure the activity of website, applications to make improvements based on analysing data on how users use the service. Our website uses Google Analytics ("Google").

To learn more about Google Analytics, visit the <u>Google Analytics Terms of Use</u>, the <u>Privacy and Data</u> <u>Protection Guidelines of Google Analytics</u> and in the <u>Google Privacy Policy</u>.

# **Advertising Cookies**

These Cookies collect information about your browsing habits and are used by advertising companies to serve ads that are relevant to you and your interests.

#### **Opting Out**

You can opt out from Cookies any time by clicking "Cookie Settings" in the footer. Please note that the site and function will not function well if Cookies are disabled or blocked.

Cookie	Туре	Duration	Description
_ga		729 Days	This cookie is used by Google Analytics. The functionality is to store and count pageviews.
_ga_*		729 days	This cookie is used by Google Analytics. The functionality is to store and count pageviews.
cookielawinfo-checkbox- analytics	0	11 months	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Analytics".
cookielawinfo-checkbox- functional	0	11 months	The cookie is set by GDPR cookie consent to record the user consent for the cookies in the category "Functional".
cookielawinfo-checkbox- necessary	0	11 months	This cookie is set by GDPR Cookie Consent plugin. The cookies is used to store the user consent for the cookies in the category "Necessary".
cookielawinfo-checkbox- others	0	11 months	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Other.
cookielawinfo-checkbox- performance	0	11 months	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Performance".

Cookie	Туре	Duration	Description
viewed_cookie_policy	0	11 months	The cookie is set by the GDPR Cookie Consent plugin and is used to store whether or not user has consented to the use of cookies. It does not store any personal data.

# **Contact Us**

If you have any questions about this Cookie Policy or your personal information, please contact our Privacy Officer by mail or email at:

Dye & Durham Corporation 199 Bay Street, Suite 4610 Toronto, ON, Canada M5L 1E9 647.793.4416

Email: privacy.officer@dyedurham.com