

COOKIE POLICY

Please read this Cookie Policy carefully as it contains information on the use by [sanisure.com] (“**SaniSure**”) of cookies and similar technologies on the website [SaniSure.com] (the “**Website**”).

This Cookie Policy should be read together with SaniSure’s Privacy Policy [<https://sanisure.com/privacy-policy/>] which sets out how and why SaniSure collects, stores, uses and shares Personal Data via its Website and related services, as well as your rights in relation to your Personal Data and details on how to contact SaniSure and supervisory authorities in the event you have a complaint.

1. SANISURE’S WEBSITE

When you access and browse the Website, SaniSure may use cookies and similar technologies, such as page tags, for storing information to provide you a better experience.

This Cookie Policy only relates to your accessing and browsing the Website.

“Cookies” are small text files that can be placed on your computer or mobile device in order to identify your web-browser and the activities of your computer on the Website.

These help SaniSure to allow you to browse the Website, recognize you and your device and to store some information about your preferences or past actions.

[For example, SaniSure may monitor how many times you visit the Website, which pages you go to, traffic data, location data and the internet service provider you use, helping SaniSure to build a profile of the Website’s users.]

[“Page tags”, also known as web beacons or gif tags, are a web technology used to help track websites or email usage information, such as how many times a specific page or email has been viewed. Pages tags are invisible to you, and any portion of the Website, including advertisements, or e-mail sent on SaniSure’s behalf may contain page tags.]

“Cookies”[, “Page tags”] and any other similar technologies are collectively defined as “**Cookies**”.

The Website may contain links to other websites owned and operated by third parties. These other third party websites may also use cookies in accordance with their own separate cookie policies.

For information relating to these other third party websites, please consult their cookie policies.

2. WHY DOES SANISURE USE COOKIES?

SaniSure uses Cookies to:

- personalize your experience on the Website;
- recognize you whenever you visit the Website;
- keep track of your specified preferences (such as your language preference);
- carry out research and statistical analysis to help improve the content of the Website;
- detect and prevent fraud;
- make your online experience more efficient and enjoyable;

- analyse trends and gather demographic information; and
- conduct research, diagnostics and reporting to improve the Website and analyse the performance of SaniSure's services

3. TYPES OF COOKIES

All Cookies on the Website fall into one of the four following categories:

- **Strictly Necessary:** these Cookies are essential for you to be able to navigate the Website and use its features. Without these Cookies, the services you have asked for could not be provided;
- **Performance:** these Cookies collect information about how you use the Website, e.g. which pages you go to most often. These Cookies do not collect personally identifiable information about you. All information collected by these Cookies is aggregated and anonymous and is only used to improve how the Website works;
- **Functionality:** these Cookies allow our Website to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these Cookies is anonymous and cannot track your browsing activity on other websites;
- **Targeting or Advertising:** these Cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement on our Website and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers

4. COOKIES USED BY SANISURE

The table below provides more information about the Cookies used by SaniSure:

Strictly necessary Cookies		
Name of the Cookie	Purpose of the Cookie	Expiry/deletion
hs_cookie_cat_pref	This cookie is used to record the categories a visitor consented to.	6 Months
hs_opt_out	This cookie is used to remember not to ask the visitor to accept cookies again	6 Months
_hs_do_not_track	This cookie can be set to prevent the tracking code from sending any information to HubSpot.	6 Months
_hs_initial_optin	This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode.	7 Days
Functionality Cookies		
Name of the Cookie	Purpose of the Cookie	Expiry/deletion

__cf_bm	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 Minutes
calltrk_landing	This is a functionality cookie set by the CallRail. This cookie is used to store the landing page URL. It helps to accurately attribute the visitor source when displaying a tracking phone number.	6 Minutes
hubspotutk	This cookie is passed to HubSpot on form submission and used when deduplicating contacts	6 Months
_hssc	This HubSpot cookie keeps track of sessions	30 Minutes
_hssrc	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	At end of session
_hstc	Main HubSpot cookie	6 Months
Performance Cookies		
Name of the Cookie	Purpose of the Cookie	Expiry/deletion
calltrk_referrer	This is a functionality cookie set by the CallRail. This cookie is used to store the referring URL. It helps to accurately attribute the visitor source when displaying a tracking phone number.	6 minutes
Targeting/Advertising Cookies		
Name of the Cookie	Purpose of the Cookie	Expiry/deletion
calltrk_session_id	This cookie is set by the Provider CallRail. This cookie is used for storing an unique identifier for a user browser session. It is used for tracking the number of phone calls generate from the website.	1 Year
_gcl_au	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.	3 Months
_ga_LWFX5X4C9F	This cookie is installed by Google Analytics.	6 Months
_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	6 months

5. CONSENT TO USE COOKIES

SaniSure will ask you for your consent to place Cookies on your device, except where these are strictly necessary Cookies (for these no consent is required), for SaniSure to provide you with a service that you have requested.

You have the choice of deciding whether to accept Cookies or not by setting your browser to block some or all Cookies. However, please be aware that if you do not accept Cookies, you may not be able to enjoy a comprehensive experience of the Website features. Strictly technical Cookies, necessary to the functioning of the Website cannot be refused.

6. HOW TO CONTACT US?

Please contact SaniSure at [sschlack@sanisure.com] if you have any questions about this Cookie Policy.

7. AMENDMENTS TO THIS COOKIE POLICY

SaniSure may amend this Cookie Policy from time to time to ensure that you are fully informed about SaniSure's use of Cookies.

Most recently updated May 15, 2022