

Cookie Policy

Vendasta Technologies Inc.

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Cookie Policy

This Cookie Policy explains how Vendasta Technologies Inc. ("Vendasta" "we", "our", or "us") use cookies and other comparable technologies when you visit our Websites. For the purposes of this Policy, the term "Websites" includes www.vendasta.com, Vendasta platform and other websites that Vendasta operates and that we link to this Policy. This Policy explains what these technologies are and why we use them, as well as your rights to control them. For further information regarding our collection and usage of data, please refer to our Privacy Policy available on our Trust Center at trust.vendasta.com.

What are cookies?

A cookie is a small text file that is stored on your computer when you visit or leave a website. Cookies contain information by a web server so as you visit the site again, it may store your preferences and other information to save time and enhance your experience such as advertisements targeted towards your interests. To find out more about cookies, including how to see what cookies have been set, please visit www.aboutcookies.org or www.allaboutcookies.org.

There are several formats of cookies. Cookies set by the website owner are called "first party cookies" (also known as persistent cookies") and these cookies identify your preferences, such as language, internal bookmarks, UI customization, user identification, and more. "Third-party cookies" (also known as tracking cookies), collect data based on your online behaviour. If you feel these are intrusive, then you can learn more about blocking them via your browser or adjust your settings in our [cookie menu]. In addition, we use third-party cookies like Google Analytics. For more information regarding Google Analytics cookies, see here.

"Session cookies" are used to help you navigate the site by remembering helpful information that may need to travel from page to page, such as shopping carts or log-in status. These cookies are temporary and allow our website to recognize you as a returning visitor, rather than a completely new visitor. We or our third-party may use "flash cookies" to remember settings, preferences, usage, and volume information from you to provide personalized settings, enhanced interactions, more relevant communications, and to track the performance of our advertisements.

Why do we use cookies?

We use cookies and other ad technology such as web beacons, pixels, and tags to compile information about your usage of our Websites or Services and give you a personalized experience in a faster and more secure way. They also help us market more effectively to users, provide aggregated auditing, research, and reporting.

What types of cookies do we use?

Essential website cookies

These are required to operate the website in the intended way. Essential cookies are required to provide you with services while browsing our site.

Performance and functionality

Non-essential to the operation of our site, but help optimize your experience while browsing. If these are turned off, certain features and aspects of the website may not operate correctly.

Analytics and customization cookies

These cookies help us determine how our visitors are using our website. This can help us ascertain ways to improve our website, and future marketing campaigns.

Advertising cookies

These cookies are used to customize your advertising experience while not only on our site but while exploring other sites across the web. This can help ensure you do not see the same advertisement too many times in a row, and can also help third party advertisers learn more about your interests, for example, you may see more digital marketing advertisements after visiting our website.

Social networking cookies

We use social networking cookies to allow for easier sharing of content through our blog and content library, while third-party applications such as Disqus allow for quick log-in via social media. Social networking cookies may also be used for promotional purposes.

Retention period

Session cookies

Designed to be temporary, these cookies delete themselves once you close your browser.

Persistent cookies

These exist within your computer for an extended amount of time, providing service upon every visit to our website. These can be turned off and manually deleted through your browser settings.

Further information

We will amend this document when we make any changes that require updates due to legislation changes, service updates, or other factors. We will date this document with notice of the most recent update. We also encourage users to periodically review this policy. If you'd like to learn more or have any questions regarding cookies or other tracking technologies operated by us then please email security@vendasta.com.