

Cookie Policy	
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COOKIE POLICY

1. What is a cookie?

A cookie is a small piece of data that a website asks your browser to store on your computer or mobile device. The cookie allows the website to remember your actions or preferences over time. Most Internet browsers support cookies: however, users can set their browsers to decline certain types of cookies or specific cookies. Further, users can delete cookies at any time.

2. Why do we use cookies?

We use cookies to learn how you interact with our content and to improve your experience when visiting our website(s). For example, some cookies remember your language or preferences so that you do not have to repeatedly make these choices when you visit one of our websites. We also use cookies to help us with geolocation tracking to present you with the closest UNICA station and office locations. Additionally, cookies allow us to serve you specific content, such as videos on our website(s). We may employ the learnings of your behaviour on our website(s) to serve you with targeted advertisements on third-party website(s) to market our products and services to you.

3. What types of cookies do we use?

We use both first-party and third-party cookies on our website. 1st party cookies are cookies issued from our domain(s) that are generally used to identify language and location preferences or render basic site functionality. 3rd party cookies belong to and are managed by other parties, such as UNICA business partners or service providers. These cookies may be required to render certain forms, such as the submission of a job application, or to allow for some advertising outside of the UNICA website.

Session cookies are temporary cookies that are used to remember you during your visit to the website, and they expire when you close the web browser. Persistent cookies are used to remember your preferences within the website and remain on your desktop or mobile device even after you close your browser or restart your computer. We use these cookies to analyse user behaviour to establish visit patterns so that we can improve our website functionality for you and others who visit our website(s). These cookies also allow us to serve you with targeted advertising and measure the effectiveness of our site functionality and advertising.

4. How are cookies used for advertising purposes?

Cookies and ad technology such as web beacons, pixels, and anonymous ad network tags help us serve relevant ads to you more effectively. They also help us collect audit data, research, and performance reporting for advertisers. Pixels enable us to understand and improve the delivery of ads to you. Since your web browser may request advertisements and web beacons directly from ad network servers, these networks can view, edit, or set their own cookies, just as if you had requested a web page from their site. We do not use cookies to create a profile of your browsing behaviour on third-party sites, we do use aggregate data from third parties to show you relevant, interest-based advertising. We do not provide any personal information that we collect to advertisers.

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You can opt out of off-site and 3rd party advertising by adjusting your cookie settings. Opting out will not remove advertising from the pages you visit, but, instead, opting out will result in the ads you see not being matched to your interests. This implies that the ad(s) you see will not be matched to your interests by those specific cookies.

5. How are third party cookies used?

For some of the functions within our websites we use third party suppliers, for example, when you visit a page with videos embedded from or links to YouTube. These videos or links (and any other content from third party suppliers) may contain third party cookies, and we encourage you to consult the privacy policies of these 3rd party vendors on their websites for information regarding their use of cookies.

6. How do I reject and delete cookies?

You can choose to reject or block all or specific types of cookies set by virtue of your visit to a UNICA website by clicking on the cookie preferences on our website(s). You can change your preferences for UNICA websites and/or the websites of any 3rd party suppliers by changing your browser settings. Please note that most browsers automatically accept cookies. Therefore, if you do not wish cookies to be used, you may need to actively delete or block the cookies.

Google Analytics: We use Google Analytics to understand how our media campaigns work and how you interact with our website to improve the user experience - <https://tools.google.com/dlpage/gaoptout>

Google Ads: Google tracking cookies enable us to understand if you complete certain actions on our website(s) after you have seen or clicked through one of our adverts served via Google. Based on the content you have engaged with on our websites Google are able to deliver some targeted adverts across other Google partner websites - <https://support.google.com/ads/answer/2662922?hl=en>

LinkedIn: The LinkedIn insight tag allows us to perform campaign reporting and unlock valuable insights about website visitors that may come via the campaigns we run on LinkedIn - <https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-overview?lang=en>