

# Supplyo Cookies Policy

Last updated: September 2023

Supplyo Limited ("The Company", "us", "we", or "our") uses cookies on supplyo.ie ("The Website", the "Service"). By using the Service, you consent to the use of cookies.

Our Cookies Policy explains what cookies are, how we use cookies, how third-party we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

## What are cookies

Cookies are small pieces of information sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you. Cookies can be "persistent" (remaining after the current session is expired, e.g., cookies to keep user logged in), or "session" cookies (e.g., cookie that holds security token to protect from session hijacking).

## How the company uses cookies

When you use and access the Service, we may place several session and persistent cookie files in your web browser, to help us deliver a consistent user experience.

We use cookies for the following purposes:

- Create a log-in session for the visitor to the service, in order to deliver subsequent content to the user in a secure, and effective manner, and keep them logged in if they wish so.
- Store basic user preferences such as filter selection to customise interface elements and deliver a consistent experience later.
- Collect statistical data to analyse user interaction to find out which parts of the system are most important and useful to the user, so we can improve the service and user experience.
- Collect and analyse user interactions through Supplyo and third-party analytical suites.

## Third-party Cookies

As mentioned above, in addition to our own cookies, we also use various third-party cookies to report usage statistics of the Service. The third-party cookies are managed through "Google Tag Manager" and are as follows:

- Google Analytics: Universal Analytics. It is an analytics service that enables us to measure traffic and engagement across your websites and apps.
- Microsoft Clarity: A Heatmaps & Session Recordings service that lets us see what our users want.
- Hotjar: A product experience insights tool that gives us behaviour analytics and feedback data to help us empathise with and understand our customers through tools like Heatmaps, Session Recordings, Surveys, and a Feedback widget.
- LinkedIn Insight: With "LinkedIn Insight Tag", we can track website conversions tied to our LinkedIn ads. Measure performance with real-time data to learn which campaigns & ads are most effective.

### **What Are Your Choices Regarding Cookies**

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

### **Where to Find More Information About Cookies**

You can learn more about cookies and the following third-party websites:

All About Cookies: <http://www.allaboutcookies.org/>

Network Advertising Initiative: <http://www.networkadvertising.org/>