

COOKIE STATEMENT

NovoServe B.V.

What are cookies?

Cookies are little (text) files which are stored on your computer. Your web browser stores these cookies when you visit our **Website**: www.novoserve.com. These cookies will be retrieved when you visit our Website again. This allows us to recognise you as a previous visitor.

Why do we use cookies?

By using cookies, we can see how our Website is used and how we can optimise our Website and services. Cookies are also helpful to make the Website quick and safe. In addition, cookies by us or by third parties can be used to show you relevant advertisement based on your interests. See the table below for the specific purposes of each cookie we use.

Which cookies do we use?

FUNCTIONAL COOKIES

We have a legitimate interest to use the personal data collected via these cookies, namely, to make our Website work properly and securely.

| PARTY | NAME(S) | FUNCTION/PURPOSE | RETENTION PERIOD |
|---|-----------------------|--|------------------|
| NovoServe | cookietest | This cookie is used to determine if the visitor has accepted the cookie consent box. | Session |
| HubSpot Please consult this HubSpot Policy for more information: https://legal.hubspot.com/privacy-policy | Embed/v3/counters.gif | Used to implement the forms on our Website. | Session |
| LinkedIn Please consult this LinkedIn Policy for more information: https://www.linkedin.com/legal/privacy-policy | li_gc | Used to store the user's cookie consent state for the current domain. | 2 years |
| | lang | Remembers the user's selected language version of a website. | Session |

| | | | |
|---|--|---|----------|
| Google Please consult this Google Policy for more information: https://policies.google.com/privacy?hl=en-US | _GRECAPTCHA | This cookie is used to distinguish between humans and bots. | 179 days |
| | rc::a rc::b rc::c | This cookie is used to distinguish between humans and bots. | Session |
| | test_cookie | Used to check if the user's browser supports cookies. | 1 day |
| NovoServe | crisp-client%2Fsession%2F#G UID# (6 months) | Used to enable our LiveChat. | 6 months |
| NovoServe | crisp-client/domain-detect/# | Used to enable our LiveChat. | Session |
| NovoServe | WHMCSy551iLvnHyt7 | Used to enable login in our Client Portal. | Session |

ANALYTICAL/STATISTICAL COOKIES

We ask for your consent to use these cookies. You may always withdraw your consent. You can do this via <https://www.novoserve.com/?withdrawCookies>

| PARTY | NAME | FUNCTION/PURPOSE | RETENTION PERIOD |
|-----------|------|---|------------------|
| NovoServe | _ga | Registers a unique ID that is used to generate statistical data on how visitors use the Website via Google Analytics. | 2 years |
| | _gat | Used by Google Analytics to throttle request rate. | 1 day |
| | _gid | Registers a unique ID that is used to generate statistical data on how visitors use the Website via Google Analytics. | 1 day |

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|--|----------------------|---|---------|
| LinkedIn Please consult this LinkedIn Policy for more information: https://www.linkedin.com/legal/privacy-policy | AnalyticsSyncHistory | Used in connection with data-synchronization with third-party analysis service. | 29 days |
|--|----------------------|---|---------|

TRACKING COOKIES

We ask for consent to use these cookies. You may always withdraw your consent. You can do this via <https://www.novoserve.com/?withdrawCookies>

| PARTY | NAME | FUNCTION/PURPOSE | RETENTION PERIOD |
|--|---------------------|--|------------------|
| NovoServe | _fbp | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months |
| | _glc_au | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | 3 months |
| LinkedIn Please consult this LinkedIn Policy for more information: https://www.linkedin.com/legal/privacy-policy | bcookie bscookie | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 2 years |
| | lang | Set by LinkedIn when a web page contains an embedded "Follow us" panel. | Session |
| | lidc | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 1 day |
| | UserMatchHistory | Ensures visitor browsing-security by preventing cross-site request forgery. | 29 days |
| Facebook Please consult this Facebook policy for more information: | fr | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months |

| | | | |
|--|-----------------------|--|---------|
| https://www.facebook.com/about/privacy/ | tr | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | Session |
| Google Please consult this Google Policy for more information: https://policies.google.com/privacy?hl=en-US | IDE | Used by Google DoubleClick to register and report the user's actions after viewing or clicking on one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user. | 1 year |
| Google Please consult this Google Policy for more information: https://policies.google.com/privacy?hl=en-US | pagead/1p-user-list/# | Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites. | Session |

Can I delete the cookies?

Yes, you may delete the cookies yourself in your internet browser.

If you don't want cookies to be send to your device at all, you may change this via the cookie settings in your internet browser. Please keep in mind that some of the functions and services on the Website might not function (as good) without cookies.

Amendments to this Cookie Statement

This Cookie Statement may be amended from time to time. The most recent version of this Cookie Statement applies. We advise you to read this Cookie Statement regularly to see if there are any changes.

NovoServe B.V.

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