2018 Novility Cookie Policy

What are cookies?

Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. Cookies are widely used to keep track of your preferences, either for a single visit or for multiple visits (using a "persistent cookie"). Cookies may be set by the site that you are visiting (known as "first party cookies") or by third parties, such as those who providing advertising or analytics services on a website ("third party cookies").

Why do we use cookies?

Novility uses cookies to collect information about the use of this website, to distinguish you from other users, to improve your experience when you browse our website as well as to tailor advertisements you see on third party websites, to track your response to advertisements, report on visitor interaction, and to measure the effectiveness of advertisements. Overall, cookies help us provide you with a better website-experience, by enabling us to monitor which pages you find useful and which you do not.

What cookies do we use?

The cookies we use do not give us access to your computer or provide any information about you, other than the information you choose to share with us. Cookies help us to improve our site and deliver a better and more personalised service. They enable us to estimate our audience size, usage patterns, store information about your preferences, customize the site to your indiviudal interests, and allow us to recognize you when you return to our site. This is done through the web browser on the device. The information that can be transmitted by a cookie, through the use of our website, can be transferred to our own secured servers at Novility.com or to the servers of a third party.

Therefore, cookies are placed by us, but also placed via third parties we engage for these purposes.

Please find here an overview of the types of cookies we use.

- **Functional and Essential Cookies:** These enable us to make our website function properly.
- **Analytics Cookies:** Are used to generate overall statistics and understand how our visitors are navigating the website, in order to optimise it and provide more relevant services.
- **Customization Cookies:** These cookies collect information that is used either in aggregate form to help us understand how our websites and subscription services are being used, or how effective our marketing campaigns are, or to help us customise our website for you. E.g. A smart audience feature via HubSpot will allow us to show prices in USD vs Euros based on browser country.
- **Marketing/Advertising Cookies:** We use these cookies to make our advertising messages more relevant, targeted, and offer you a more interesting experience, tailored on your interests. We will only use these tracking cookies for commercial purposes with your prior consent. These cookies, which are often posted by third parties, help us to tailor promotional offers to you personally. Third parties can use tracking cookies to follow your internet behaviour. Please read the Privacy Statement and Cookie Policies of these third parties for more information.
- **Social Networking Cookies:** These cookies help us share content of the website on social media through third party social networking websites.

Please read the Privacy Statement and Cookie Policies of these third parties for more information. Please consider that some of the relevant parties providing these cookies are located outside the EEA. In all cases where the relevant party is located in the US and is not Privacy Shield certified, EU Model Contract Clauses are in place to safeguard your personal information.

In the section below, you will find a full list of the cookies we utilize.

Please do consider that we have no control over the way third parties use the cookies and personal data collected via those cookies. For this reason, we do recommend that you read the privacy policies of these third parties (please be also aware that such policies may be revised regularly).

Other technologies

In addition to cookies, we also use Java Script and web beacons. Using JavaScript in your browser allows us to make our sites interactive and to develop web applications. A web beacon is a small graphic image on our sites that enables us to determine how many visitors have seen the page, and at what times. These technologies can also be used for marketing and tracking purposes.

You can find an overview of the cookies & similar techniques that we use here:

Cookie Provider List of Cookies	
Google Tag Manager (Functional & Essential Cookies)	• tvc_helpdeskName • io • SERVERID
Hubspot (Analytics, Customization, Functional & Advertising Cookies)	• __hssc • __hssrc • __hstc • _hs_opt_out • hsPagesViewedThisSession
Linkedin (Advertising Cookies)	• bcookie • bscookie • Lidc • leo_auth_token
Google Adwords (Advertising Cookies)	• ads/ga-audiences • ads/user-lists/#
Facebook (Advertising & Analytics Cookies)	• fr • tr
HotJar (Customization & Analytics Cookies)	_hjIncludedInSample
Google Analytics (Analytics & Customization Cookies)	• _utma • _utmb • _utmc • _utmt • _utmz • _dc_gtm_UA-# • _uv_id

We may also use anonymous cookies to track information on your browsing history on our website and third-party advertising networks, such as Google AdSense and Ad Roll. These networks use this information to provide ads to you on our behalf on other sites throughout the Internet.

For further information on how to opt out of Google Analytics, please visit https://tools.google.com/dlpage/ gaoptout. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

We will update this policy from time to time. Please check this page regularly to keep track of any updates and changes.

If you are interested in knowing more about how we process your personal information in general, please go to: PRIVACY STATEMENT.

This Policy was last updated on 18th June 2018