



Analytics and Cookies Policy

This analytics and cookies policy (the "Analytics Policy") explains how and why Phoenix Intelligence Inc. ("we," "our," or "us") use cookies and web beacons on our website and in promotional electronic communications. It is intended to supplement our Privacy Policy and should be read in tandem with it.

Please contact us if you have any queries about how we utilize cookies and web beacons, or how we use analytics technologies.

What are cookies and web beacons, and why do you need to know about them?

What is the difference between cookies and web beacons?

When you visit a website, little text files called cookies are downloaded to your device. Cookies allow a website to recognize a device, and because cookies are stored on your device, the website that "placed" them can save information about your usage of the website and read that information each time you visit. Cookies are frequently used to record information about your preferences, for example.

There are two types of cookies: first-party cookies and third-party cookies. While both types are essentially identical and perform the same functions, the key distinction is in how they are produced and then used.

First Party Cookies: The website you are viewing creates first-party cookies. A website can only access the cookies that it has placed on your device, therefore cookies placed by a search engine, for example, cannot be accessed by our website.

Third party cookies: Third-party cookies are created by a website that is not affiliated with the one you are visiting and are mostly used for tracking and online advertising. They also give website owners the ability to offer certain services. Web beacons are a form of cookie that can be used to place this type of cookie (more on that below). We cannot access third-party cookies put through our website because, as previously stated, a website can only access the cookies it has placed.

Web Beacons: A clear picture, usually little more than 1-pixel x 1-pixel transparent image, that is placed on a website or in an email to monitor how a user interacts with certain material is referred to as a pixel tag. When a user requests a file from a third-party web server, web beacons convey information along with the request to the third-party web server. The file can be an actual creative (an ad) or a clear pixel, which is absolutely invisible to the user but allows a third-party cookie to be placed.

What can you do if you want to have more control over the cookies that are installed on your computer?

Most browsers allow you to manage cookies through the settings menu. Be aware that altering your cookie settings may cause certain websites to stop working properly. To learn how to erase cookies, follow the guidelines provided by the maker of your browser.

Google Chrome	Mozilla Firefox	Android Browser
Internet Explorer	Safari (Desktop)	
Edge	Safari (Mobile)	

You can also use your browser's private or incognito mode which will automatically delete all cookies placed during your use of private mode when all private mode tabs are closed. Consult your browser's help section to know more about how private mode is implemented.

Some of the most recent browsers have built-in functionality to block or control tracking content. We invite you to consult's your browser's help section to see if such a functionality is offered.

Some browsers have may have plugins or extensions made by third parties that can be used to manage and delete cookies. If you decide to use third-party plugins, we invite you to pay close attention to the plugins you install and the permissions that such plugins are requiring. You can also opt-out from our use of cookies and similar technologies that track your behavior on the sites of others for third party advertising.

What are some more sites you can use to learn more about cookies?

If you're interested in learning more about cookies, **visit the following websites:**

<https://www.aboutcookies.org/>

<https://www.allaboutcookies.org/>

These websites are unrelated to Phoenix Intelligence and may be out of date. We provide these websites for your convenience only and make no representations as to the quality or completeness of their content.

How do we make use of cookies on our website?

Why do we use cookies on our website?

Cookies and web beacons are used to:

To update the website's settings to your device's specifications;

To serve content through third-party services; to help us understand how people use our services and interact with our digital promotional material so that we can improve it; to help us understand how people use our services and interact with our digital promotional material so that we can improve it; to help us

understand how people use our services and interact with our digital promotional material so that to help us personalize our approach, response, and services to you by remembering your preferences; to help us enhance our marketing tactics by building personas; and to determine whether our emails have been read and if you find them beneficial.

Third-party cookies and web beacons, such as those from Google, Marketo, and Facebook, are also used for measurement, improved ad targeting, and marketing objectives. These cookies and web beacons allow us to show you promotional material from Phoenix Intelligence on other websites you visit.

In order to measure the efficacy of our email campaigns, we utilize web beacons in our promotional emails to collect statistics about email opening and interaction with the content.

We keep track of how you interact with promotional emails to see if you're interested in our products and services. Based on your responses to our prior email campaigns, we may change the type of messaging we send you and how we contact you.

What types of cookies do we use on our website?

We employ first-party and third-party cookies on our website, some of which are required for the website to function properly, while others are used for analytics and marketing purposes. Depending on the legislation in your country of residence, all cookies may be automatically installed on your device, while some may be installed only after you have given your approval.

Categories of Use	Description
Security	Cookies are used to allow and support security features provided by us and third parties.
Features and services	Cookies can inform us the language you prefer and how you prefer to communicate. They also allow our website's video player to function.
Performance, analytics and research	We use cookies to better understand how you use our website. Cookies may also be used by our partners to track your visits to our website and provide us with information about how you used it.
Advertising	Outside of our website, we utilize cookies to offer you relevant advertisements. Our partners may also use cookies to determine if we've showed an ad and how it fared, as well as to provide us with information about how you engage with advertising.

Interaction with our website and promotional materials can be measured using analytics tools.

What you should be aware of when it comes to analytics?

The gathering, analysis, measurement, and reporting of data regarding Web traffic and user visits for the aim of understanding and optimizing Web usage can be regarded as analytics tools. Analytics tools collect data to track a visitor's online interactions with one or more Web pages. This information may contain, for example, the Internet Protocol address assigned to the visitor's computer by an Internet service provider.

What analytics tools are we using on the website?

Google Analytics

We collect information about how visitors use our website using Google Inc.'s Google Analytics services. We use the data to create reports and to make improvements to the website.

The following information is collected in an anonymous manner:

The country and city from where you are visiting our website; demographic information based on information Google already has about you based on information they may have acquired from other websites; and the number of visitors to the website and pages visited.

(<https://support.google.com/analytics/answer/1012034?hl=en#zippy=%2Cin-this-article>).

When we send your IP address to Google for statistics purposes, we truncate the last three digits to make it anonymous. The applicable Google Analytics rules and restrictions forbid us from transferring any of your personal information to Google for analytics purposes. Google will receive and keep the information about your interactions with the website.

In addition, we make use of the **Google Analytics services listed below:**

- Google Analytics Demographics and Interest Reporting;
- Google Display Network Impression Reporting and
- Remarketing with Google Analytics.

For information on how Google treats any personal information it may have about you as a result of the analytics services it provides to us, please see Google's privacy policy by clicking here.

(<https://policies.google.com/privacy?hl=en-US>)

What will we do with the data we gathered through analytics?

We use analytic technologies to gather information about you for two reasons:

- to improve our website based on our guests' interactions;
- to assess the success of our marketing activities;
- comprehend the path of our visitors from campaign to website to client;

- to create personas and qualify prospects; and
- to use search engines and social media for remarketing (https://en.wikipedia.org/wiki/Behavioral_retargeting).

What can you do to stop websites from collecting analytic data?

You can take a few actions to prevent a website from collecting analytics about your visits. You have control over which cookies your browser accepts (see section 1.2).

Installing browser add-ons can also help you opt out of service-specific tracking:

By following the actions outlined on this page, you can opt-out of Google Analytics tracking.

(<https://tools.google.com/dlpage/gaoptout/>)

Changes to our Analytics Policy

We retain the right to make changes to our Analytics Policy at any time in order to keep up with changes in the legislation or our activities. At the top of this page, you'll find the most recent version of our Analytics Policy. You consent to any changes to this Policy by continuing to use our website or retaining your subscription to our promotional communications.

How can you get in touch with us?

Please contact us using one of the following contact ways if you have any concerns or comments about this Analytics Policy:

Email: contact@phoenix-intelligence.com