

SOFTSERVE COOKIE NOTICE

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Previous Version

INTRODUCTION

Welcome to SoftServe!

Your privacy matters to us. This Cookie Notice ("Cookie Notice") is a key part of the Privacy Notice. It explains how SoftServe ("SoftServe", "we", "us", "our") collects and uses data through cookies and similar technologies when you visit our [website](#) and related services.

TECHNOLOGIES WE USE

This section briefly overviews our technologies for automatic data collection and processing.

COOKIES

Cookies are small text files stored on your computer or device when visiting a website. Each time you request the server; these cookies are sent back along with the request. Cookies are limited in size, typically around 4 KB, and can only store data as text strings. Importantly, cookies do not contain malware and cannot access other files on your computer or detect your email address. To learn more about cookies, you can visit <http://www.aboutcookies.org/>.

Types of Cookies

We categorize cookies based on their lifespan, origin, and purpose.

Cookie Lifespan

The period a cookie is valid and stored in your web browser before it expires is known as its lifespan. Cookies' lifespan can be:

- **Session:** Temporary cookies are deleted once you close your browser.
- **Persistent:** These have an expiration date and remain on your device's web browser until they expire or are manually deleted.

Cookie Origin

The origin of a cookie indicates where it was created and issued from. Cookies can be:

- **First-Party Cookies:** the website you are currently visiting.
- **Third-Party Cookies:** third parties, such as our partners, acting on our behalf.

Cookie Purpose

Our website uses cookies for various functions:

- **Essential Cookies:** Ensure that the basic functions of our website are secure and treated as a top priority.
- **Functional Cookies:** Improve user experience, provide tailored content, and offer additional personalized features.
- **Analytics Cookies:** Collect statistical information about how users engage with our website, including pages visited and links clicked.
- **Performance Cookies:** Gather data on how visitors use the website without collecting identifiable information, helping us to enhance the website's performance.

- **Advertisement (marketing) Cookies:** Track users' online behavior to deliver more relevant advertisements and limit the frequency of ads displayed.

LAWFUL BASES FOR PROCESSING

We rely on the following lawful bases to collect and process your cookies:

- **Legitimate Interest:** To process necessary cookies that are essential for the proper functioning of the website.
- **Consent:** To process other cookies for specific purposes.

Cookie Preferences Center

You can find all current information about cookies used on our websites in the Cookie Preferences Center. Here, you can review and manage your cookie settings, allowing you to make informed decisions regarding your personal data. The Cookie Preferences Center provides:

- A list of first-party and third-party services that may set cookies through our websites and advertisements.
- A brief description of each cookie.
- The purposes for which your data is processed.
- The duration of data storage.

For more information on cookie management and opting out, please see the [Cookie preferences section](#).

HTML Web Storage

HTML Web Storage, also known as the Web Storage API, allows websites to store data directly in your browser. It can hold up to 5MB of information, such as text or lists. Unlike cookies, this data is not sent to the server when you open a webpage.

There are two types of web storage:

- **Session storage.** This is accessible only within a single browser tab or window; data disappears once you close the tab or browser.
- **Local storage.** This is accessible across all tabs and windows from the same website; the data remains in your browser even after you close it and doesn't expire unless you or the website removes it.

Tracking Tags and Tracking Pixels (or Web Beacons)

Tracking tags and pixels, or web beacons, are small images embedded in websites, emails, or advertisements. They are typically invisible to users but can send information to the server when loaded. These tools can measure website traffic, track user behavior, and verify the delivery or opening of emails. Advertisers or marketers often use them to enhance their campaigns or personalize content.

Device Fingerprinting

Device fingerprinting is a technique for collecting information about your device's unique configuration and tracking your online behavior. This process creates a unique "fingerprint" using various data sources, such as your browser, IP address, and device settings. This feature is used to prevent fraud, track user visits across multiple browsers and devices, and personalize users' experiences.

UTM Labels (UTM Codes or UTM Tags)

UTM labels, also known as UTM codes or tags, are text added to a website URL to track where your website traffic comes from. They help monitor the performance of online campaigns using web analytics tools. UTM cookies do not contain personal data but include information about the source, medium, campaign name, and content. This helps marketers understand the origin of website traffic. However, the data collected can be linked to personal data to track individual user behavior.

Duration of Data Storage

In the context of data protection, the retention period refers to the specific duration during which data is stored for designated processing purposes. Data related to the management of your consent for cookie usage will be kept for a time defined in the Cookie Preferences Center and deleted immediately after this period ends. If we process data based on our legitimate interest or your consent, this data will be removed as soon as it is no longer needed for its intended purpose. Please note that withdrawing your consent for data processing will not lead to the immediate deletion of already collected data; it will only affect future data collection.

HOW TO OPT OUT OF COOKIES

Cookie Preferences

Cookies that are not essential are disabled by default when you first visit our website, giving you complete control over your cookie preferences. You can modify your consent regarding non-essential cookies at any time through the Cookie Preferences Center. Here, you can:

- Reject all non-essential cookies
- Allow selected categories of cookies
- Accept all cookies

You can change your preferences at any time without needing to explain anything. By clicking the Customize button, you can review detailed descriptions of each cookie category to make an informed choice.

Browser Settings

You can generally control the use of cookies through your web browser settings. If you wish to disable cookies, instructions for managing your browser settings can be found at the following links:

- [Microsoft Edge](#)
- [Vivaldi](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Brave](#)
- [Chrome](#)
- [Opera](#)

Browsing History

You can delete all cookies by clearing your browsing history at any time. Additionally, you can limit or disable cookies in your browser settings. Please note that blocking certain or all cookies, including essential ones, may impact the website's performance or restrict access to critical features.

Do Not Track

Do Not Track (DNT) is a feature in web browsers that allows users to opt out of being tracked by websites, advertisers, and third-party services. When DNT is enabled, a specific header is sent with each web request to indicate that you do not wish to be tracked. This setting alerts websites that you prefer not to have their tracking cookies. We respect Do Not Track browser settings, and you can also adjust your tracking preferences in the Cookie Preferences Center.

Changes to the Cookie Notice

Occasionally, we may update this Cookie Notice. The date at the top indicates when it was last revised. Any changes will take effect once the updated Cookie Notice is published on this page.

CONTACT INFORMATION

If you have any questions, concerns, or feedback regarding our data protection policies or privacy practices, please email us at privacy@softserveinc.com or use the [Contact Us form](#) on our website.