

XY Sense Cookie Policy

This Cookie Policy describes how XY Sense Pty Ltd. and its affiliates and subsidiaries (collectively, “**XY Sense**,” “**us**,” “**we**,” or “**our**”) use cookies and similar technologies in connection with the websites and platforms we operate that link to this Cookie Policy (collectively, the “**Site**”) to provide, improve, promote, and protect the Site and as otherwise described below.

What is a cookie?

A cookie is a small piece of text sent to your browser when you visit the Site. It serves a variety of functions, like enabling us to remember certain information you provide to us as you navigate between pages on the Site. Each cookie expires after a certain period of time depending on what we use it for. Cookies are useful because they help us make your experience on the Site more enjoyable. They allow us to recognize your device (e.g. your laptop or mobile device) so that we can tailor your experience of the Site.

Why do we use cookies?

We use first party and third party cookies for several reasons, such as letting you navigate between pages efficiently, remembering your preferences, letting us analyze how well our website is performing, improving your experience, and helping us advertise our business. Some cookies are required for technical reasons in order for our Site to operate. Other cookies enable us and the advertising partners we work with to track and target the interests of visitors to our Site and across other sites and services. For example, we use cookies to tailor content and information that we may send or display to you and otherwise personalize your experience while interacting with our Site and to otherwise improve the functionality of the services we provide. Third parties also serve cookies through our Site for advertising, analytics, and other purposes. This is described in more detail below.

What cookies do we use?

Essential

These cookies are strictly necessary to provide you with the Site and to use some of their features, such as access to secure areas. Because these cookies are strictly necessary to deliver the Site, you cannot refuse them without impacting how our Site functions. You may be able to block or delete essential cookies by changing your browser settings. We use essential cookies for authentication purposes to facilitate account log-ins on the Site.



Examples of essential cookies we may use include the following services:

<u>Cookies</u>
Looker

Performance and Analytics, Personalization, and Security

These cookies help us analyze how the Site is being accessed and used, enable us to track performance, and secure the Site. For example, we use cookies to get insights regarding users and Site performance, such as page speed or to help us customize our Site for you in order to enhance your experience.

Examples of performance and analytics, personalization, and security cookies we may use include the following services:

<u>Cookies</u>
Google Analytics
LinkedIn Analytics
Zendesk
Appcues
Looker

You can learn more about Google Analytics cookies by clicking [here](#) and about how Google protects your data by clicking [here](#). To opt-out of Google Analytics, you can download and install the Google Analytics Opt-out Browser Add-on, available [here](#).

Targeting or Advertising Cookies

These cookies are used to make advertising messages more relevant to you and your interests. We sometimes use cookies delivered by third parties to track the performance of our advertisements. For example, these cookies remember which browsers have visited our Site. This process helps us manage and track the effectiveness of our marketing efforts.



Examples of targeting or advertising cookies we may use include the following services:

Cookies
Google Ads
LinkedIn Ads

You can learn more about how Google uses cookies for advertising purposes by clicking [here](#) and opt-out of ad personalization by clicking [here](#).

You can learn more about LinkedIn’s privacy practices by visiting their privacy policy [here](#) and opt-out of targeted advertising by visiting [here](#).

How do I manage cookies?

Most browsers let you remove and/or stop accepting cookies from the websites you visit. To do this, follow the instructions in your browser’s settings. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, however, you may not be able to use all functionality of the Site and it may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit www.allaboutcookies.org.

Please visit our [Privacy Policy](#) more information about your choices in connection with your personal information, including additional instructions for opting-out of interest-based advertising.

Cookie Policy updates

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the bottom of this Cookie Policy indicates when it was last updated.

Where can you get further information?

If you have any questions about our use of cookies or other technologies, please email us at privacy@xysense.com.

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