

## Cookies Policy

Our website, [www.myobligo.com](http://www.myobligo.com) ("Website"), uses cookies and similar files or technologies to automatically collect and store information about your computer, device, and Website usage, in order to improve their performance and enhance your user experience. We use the general term "**cookies**" in this policy to refer to these technologies and all such similar technologies that collect information automatically when you are using our Website where this policy is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie policy or by changing your browser settings so that cookies from this Website cannot be placed on your computer or mobile device. Important: disabling cookies on this Website may seriously cripple the user experience and other features on the Website, to the point of rendering them useless.

In this Cookies Policy, we use the term Obligo (and "**we**", "**us**" and "**our**") to refer to Obligo Inc. Our Privacy Policy is available at: <https://myobligo.com/media/ObligoPrivacyPolicy.pdf>.

### What is a cookie?

Cookies are computer files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used in order to make websites work, or to work more efficiently, as well as to provide information to the owners of the Website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Website before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for functionality, preference, performance / analytics, marketing and unclassified, and social media purposes.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

### Web beacons:

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are small graphics files that contain a unique identifier that enable us to recognize when someone has visited our Website. This allows us, for example, to monitor the traffic patterns of users from one page within our Website to another, to deliver or communicate with cookies, to understand whether you have come to our Website from an online advertisement displayed on a third party website, to improve Website performance and to measure the success of email marketing campaigns.

In most instances, these technologies are reliant on cookies to function, and therefore declining cookies prevents them from functioning.

If you don't want your cookie information to be associated with your visits to these pages, you can set your browser to turn off cookies as described further below. If you turn off cookies, web beacon and other technologies will still detect your visits to our Website; however, they will not be associated with information otherwise stored in cookies.

### **Targeted advertising**

Third parties may drop cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this Website and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these to us.

### **How do we use cookies?**

We use cookies to:

- track traffic flow and patterns of travel in connection with our Website;
- understand the total number of visitors to our Websites on an ongoing basis and the types of internet browsers (e.g. Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g. Windows or Mac) used by our visitors;
- monitor the performance of our Website and to continually improve it; and
- customize and enhance your online experience.

### **What types of cookies do we use?**

The types of cookies used by us in connection with the Website can be considered 'essential website cookies', 'preference cookies', 'statistics, analytics and performance cookies', 'marketing' and 'unclassified'. We've set out some further information below, and the purposes of the cookies we set in the following table.

#### **1. Cookies necessary for essential website purposes**

These cookies are essential to provide you with services available through this Website and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

<b>Cookie name</b>	<b>Source</b>	<b>Expiry</b>	<b>Purpose</b>
<b>_smVID</b>	<b>myobligo.com</b>	<b>29 days</b>	<b>Necessary for the sign-up function on the web site.</b>

#### **2. Preferences Cookies**

These cookies record information about choices you've made and allow us to tailor the Website to you. These cookies allow us to provide you with our services in the way in which you have required, as you continue to use or come back to our Website. For example, these cookies allow us to:

- Save your location preference if you have set your location on the homepage in order to receive a localized information;
- Remember settings you have applied, such as layout, text size, preferences, and colors;
- Show you when you are logged in; and
- Store accessibility options.

Cookie name	Source	Expiry	Purpose
<b>__smSessionId</b>	<b>sumo.com</b>	<b>1 day</b>	<b>Necessary for the sign-up function on the web site.</b>
<b>lang</b>	<b>ads.linkedin.com</b>	<b>Session</b>	<b>Remembers the user's selected language version of a website</b>
<b>lang</b>	<b>linkedin.com</b>	<b>Session</b>	<b>Set by LinkedIn when a webpage contains an embedded "Follow us" panel.</b>

### 3. Statistics/Performance / Analytics Cookies

We use statistics/performance/analytics cookies to analyze how the Website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the Website. For example, these cookies allow us to:

- Better understand our Website visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;
- Collect information about Website visitors such as where they are located and what browsers they are using;
- Determine the number of unique users of the Website;
- Improve the Website by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

Cookie name	Source	Expiry	Purpose
<b>__smToken</b>	<b>myobligo.com</b>	<b>1 year</b>	<b>This cookie is used to determine if</b>

			the visitor is logged in or not.
<b>_fs_uid</b>	<b>myobligo.com</b>	<b>Persistent</b>	This cookie contains an ID string on the current session This contains non-personal information on what subpages the visitor enters – this information is used to optimize the visitor's experience.
<b>_ga</b>	<b>myobligo.com</b>	<b>2 years</b>	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.
<b>_gat</b>	<b>myobligo.com</b>	<b>1 day</b>	Used by Google Analytics to throttle request rate
<b>_gid</b>	<b>myobligo.com</b>	<b>1 day</b>	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.
<b>fs_uid</b>	<b>myobligo.com</b>	<b>1 year</b>	This cookie contains an ID string on the current session. This contains non-personal information on what subpages

			the visitor enters – this information is used to optimize the visitor's experience.
loglevel	myobligo.com	Persistent	Collects data on visitor interaction with the Website's video - content - This data is used to make the Website's video - content more relevant towards the visitor.
pll_language	myobligo.com	1 year	This cookie is used to determine the preferred language of the visitor and sets the language accordingly on the Website, if possible.
wistia	myobligo.com	Persistent	Used by the Website to track the visitor's use of video-content - The cookie roots from Wistia, which provides video -software to websites.

#### 4. Marketing

We use marketing cookies to deliver many types of targeted digital marketing.. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the

Website. The cookie store user data and behavior information, which allows advertising services to target audience according to variables. For example, these cookies allow us to:

- Observe the Website performance and generate retargeting (Website retargeting, search retargeting, etc).
- Maintain and improve the Website and our products

<b>Cookie name</b>	<b>Source</b>	<b>Expiry</b>	<b>Purpose</b>
<b>__hssc</b>	<b>myobligo.com</b>	<b>1 day</b>	<b>Collects statistical data related to the user's Website visits, such as the number of visits, average time spent on the Website and what pages have been loaded. The purpose is to segment the Website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customized online advertising.</b>
<b>__hssrc</b>	<b>myobligo.com</b>	<b>Session</b>	<b>Collects statistical data related to the user's Website visits, such as the number of visits, average time spent on the Website and what pages have been loaded. The purpose is to segment the Website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customized online advertising</b>
<b>__hstc</b>	<b>myobligo.com</b>	<b>1 year</b>	<b>Collects statistical data related to the user's Website visits, such as the number of visits, average time spent on the Website and what pages have been loaded. The purpose is to segment the Website's users according to</b>

			<p>factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customized online advertising</p>
__ptq.gif	hubspot.com	Session	<p>Sends data to the marketing platform Hubspot about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.</p>
_fbp	myobligo.com	3 months	<p>Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.</p>
bcookie	linkedin.com	2 years	<p>Used by the social networking service, LinkedIn, for tracking the use of embedded services.</p>
bscookie	linkedin.com	2 years	<p>Used by the social networking service, LinkedIn, for tracking the use of embedded services.</p>
embed/v3/counters.gif	forms.hsforms.com	Session	<p>Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM - campaign-platform used by website owners for promoting events or products.</p>
fr	facebook.com	3 months	<p>Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.</p>
hubspotutk	myobligo.com	1 year	<p>Keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form</p>

			submission and used when de-duplicating contacts.
IDE	doubleclick.net	1 year	Used by Google Doubleclick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user
lidc	linkedin.com	1 day	Used by the social networking service LinkedIn for tracking the use of embedded services.
Lissc	linkedin.com	1 year	Used by the social networking service LinkedIn for tracking the use of embedded services.
pagead/1p-user-list/#	google.com	Session	Unclassified
r/collect	doubleclick.net	Session	This cookies is used to send data to Google Analytics about the visitor's device and behavior. It tracks the visitor across devices and marketing channels.
test_cookie	doubleclick.net	1 day	Used to check if the user's browser supports cookies
Tr	facebook.com	Session	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
UserMatchHistory	linkedin.com	29 days	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.

5. Unclassified

Cookie name	Source	Expiry	Purpose
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<b>__smListBuilderShown</b>	<b>myobligo.com</b>	<b>30 years</b>	<b>Unclassified</b>
<b>fs_intercom</b>	<b>myobligo.com</b>	<b>6 days</b>	<b>Unclassified</b>
<b>Undefined</b>	<b>myobligo.com</b>	<b>Persistent</b>	<b>Unclassified</b>
<b>wistia-video-progress-#</b>	<b>myobligo.com</b>	<b>Persistent</b>	<b>Unclassified</b>

### How to control or delete cookies

Most browsers allow you to change your cookie settings. These settings will typically be found in the “options” or “preferences” menu of your browser. In order to understand these settings and learn how to use them, please consult the “Help” function of your browser, or the documentation published online for your particular browser type and version.

However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Website.

The following pages have information on how to change your cookies settings for the different browsers:

- [Cookie settings in Chrome](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Safari](#) and [iOS](#)

### Third Party Websites' Cookies

When using our Website, you may be directed to other websites for such activities as surveys, to make payment in currency other than U.S. dollars, or for job applications. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our Website.

If you use the buttons that allow you to share products and content with your friends via social networks like Google, Twitter and Facebook, these companies may set a cookie on your computer memory. Find out more about these here:

- <https://www.facebook.com/about/privacy>
- <http://twitter.com/privacy>
- <http://www.google.com/intl/en-GB/policies/privacy>

### Need More Information?

If you would like to find out more about cookies and their use on the Internet, you may find the following link useful:

- [All About Cookies](#)

**Cookies that have been set in the past**

If you have disabled one or more Cookies, we may still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

**Contact us**

If you have any questions or comments about this cookies policy, or privacy matters generally, please contact us via email at [support@myobligo.com](mailto:support@myobligo.com)