# COOKIE POLICY

**Last Updated: March 16, 2022**
**Effective: March 16, 2022**

To further promote transparency about our data collection practices, we have created this Cookie Policy. Cookies are helpful tools for both websites and website visitors. However, because they can track your activity and preferences as you surf the web, it's important to us that you understand what they are and how we use them.

## WHAT ARE COOKIES?

Cookies are small text files placed on your web browser or device by a website. Cookies enable websites to remember your actions and preferences over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

## HOW WE USE COOKIES

We use cookies in several ways, all of which are aimed to enhance the performance of our Services' websites. For example, we use them to: understand how you use our site; make our site work better; learn how you got to our site, and where you go when you leave; as well as to understand whether and how ads drive users to our site.

When you visit our Service's site, two types of cookies may be stored on your browser:

- First-party cookies, which Inflection places on your browser to help us ensure functionality, site performance, analytics, and optimization.

- Third-party cookies, which our service providers place in your browser to provide us with a variety of services that may include advertising and analytics.
To help you understand more about the types of cookies we use and their category use, we have provided a cookie table for https://iqsoc.com  below. The cookie table includes a selection of third-party cookies used on IQsoc. Although we may update this list periodically, please be advised that it is subject to change.

| Name of Cookie | Type and Purpose of Cookie |
| --- | --- |
| Bombora | *Analytics.* These cookies help us understand how users interact with our site in order to optimize and improve our services. For example, they can tell us about our web traffic and web usage (like the number of visitors we have to our site, and the number of page |

| Name of Cookie | Type and Purpose of Cookie |
|---|---|
| | views), as well as the effectiveness of our advertising campaigns. These cookies may also help us to identify and fix errors, and prevent fraud and abuse. |
| Crazy Egg | |
| Google Analytics | |
| HotJar | |
| HubSpot | |
| New Relic | |
| AB Tasty | |
| Wistia | |
| AppNexus | |
| Facebook Custom Audience | *Advertising.* We may use these cookies to help deliver relevant ads to you, to understand how you interacted with an ad, to improve the quality of our ads, and to measure the performance and reach of our ads. |
| Google Ads | |
| HubSpot | |
| Lotame | |
| Facebook Connect | *Social Media.* We use social media integrations, widgets, and plug-ins, so that you can share information from our site on other social media platforms. These may include integrations with the Facebook Connect and Facebook Social Plugins, LinkedIn, Twitter, and YouTube. Please note that these tools may use their own cookies and analytics. Your interactions with these widgets are governed by the privacy policies of those companies, not by our site's privacy policy. Pixel tags from these companies may also help us to better analyze our marketing efficacy on their sites. |

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| --- | --- |
| Seals and Certifications | Our site has been certified by a number of organizations for our compliance with various privacy, security, and business standards. The seals that we include for these certifications sometimes use "weak eTags," which can show up if you are using an ad-tracking and/or ad-blocking software. These tags are not being used for our tracking purposes, but are needed for the functionality of these seals. Seals with such functionality come from various organizations, such as the Better Business Bureau (BBB.org). |

## HOW TO CONTROL YOUR COOKIES

You can control and/or delete cookies as you wish – for details, see aboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and features may not work.

For easy steps on how to control and/or delete your cookies collected by your browser, please consult the following links:

- Android Browser

- Google Chrome

- Internet Explorer

- Mozilla Firefox

- Opera

- Safari

- Safari Mobile
  To learn more about targeting and advertising cookies and how to can opt out, please consult the following links:

- European Interactive Digital Advertising Alliance

- Digital Advertising Alliance

- Network Advertising Initiative

- Your Online Choices