

ZEPHYRUS INNOVATIONS
INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below: HTP Digital:

Cookie	Name	Purpose	More information
Analytical/Performance	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Duration is 2 years
Analytical/Performance	_gat	Used by Google Analytics to throttle request rate.	Duration is 1 session
Analytical/Performance	_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Duration is 1 session
Targeting	collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Duration is 1 session

Targeting	GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	Duration is 1 session
Targeting	PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different website.	Duration is 8 months
Targeting	VISITOR_INFO1_LIVE	Used to estimate the users' bandwidth on pages with integrated YouTube to maximise viewing quality and speed.	Duration is 179 days
Targeting	YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Duration is 1 session

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after 2 years.

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