

## Cookie Policy

To make our website and related services more useful to you, our servers (which may be hosted by a third-party service provider) collect information about the devices and computers you use to access our website and services. This includes browser type, operating system, Internet Protocol (IP) address, domain name, and/or the date and time of your visit. We also use cookies and navigational data to gather information regarding the date and time and duration of your visit, what you searched for, and the pages you viewed. Like most Internet services, we automatically gather this information and store it in log files each time you visit our website or access your account on our network.

### What are “Cookies”?

Cookies are small pieces of information that a website sends to your computer’s hard drive while you are viewing a web site. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our website. Persistent Cookies can be removed by following Internet browser help file directions. If you choose to disable Cookies, some areas of our website or service may not work properly.

### Third Party Cookies

We also use third party cookies. These are cookies that may be read by third parties. We use Google Analytics on our websites. Google Analytics use cookies to help us analyze how you use our website. The information generated by a cookie about your use of the website (including your IP address) is transmitted to and stored by Google on servers in the United States. Google uses this information to evaluate your use of the site, compile reports on site activity for us, and provide other services relating to site activity and internet usage. This analytics data is not tied to any Personal Information. For more information about Google Analytics, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/).

We use Zoho Chat on our website and in the Leader Readiness Platform. Zoho Chat is a live chat app that uses cookies for website visitor tracking. This enables us to identify your location on our site and initiate a conversation with you. For example, if you have a question while taking an assessment, Zoho Chat allows you to ask the question and get a response in real time from a Pinsight employee. For more information about Zoho Chat, please visit <https://www.zoho.com/salesiq/>

We use Twilio in the Leader Readiness Platform. Twilio is a 3rd party software we use for conducting videocalls. For more information about Twilio, please visit <https://twilio.com/>

We use the LinkedIn Insight Tag on our Pinsight.com website. The LinkedIn Insight Tag enables the collection of metadata such as IP address information, timestamp, and events (e.g. page views). The LinkedIn browser cookie is stored in a user’s browser until a user deletes the cookie or the cookie expires (there’s a rolling six-month expiration from the last time the user’s browser loaded the Insight Tag). Users have full control to block or delete cookies.

We use the Google Ads remarketing tag (tracking cookie) on every page of our Pinsight.com website. The Google Ads remarketing service allows us to re-target advertisements to previous website visitors on third-party sites, including the Google search results page and websites in the Google Display Network. Google uses cookies to serve ads based on the website visitor’s past visits to Pinsight.com. Any data collected will be used in accordance with our own and Google’s privacy policy. The collected data does not personally or directly identify the website visitor.

Users may opt out of Google's use of cookies by visiting the Google Advertising Opt-out Page. Users may opt out of Google Analytics by visiting the Google Analytics Opt-out Page.

We currently do not respond to Do Not Track signals. To find out more about "Do Not Track," please visit <https://www.allaboutdnt.com>.

### Changes to this Policy

From time to time, we may make changes to this cookie policy. If we make changes to the policy, we will let you know.