Innovatank Cookie Policy

Effective September 14th, 2020

At Innovatank, we believe in being clear and open about how we collect and use data related to you. This Cookie Policy applies to any Innovatank product or service that links to this policy or incorporates it by reference. We use cookies and similar technologies to collect and use data as part of our Services as defined in our Privacy Policy ("Services") and which includes our sites, communications, mobile applications and off-site Services. In the spirit of transparency, this policy provides detailed information about how and when we use these technologies.

By continuing to visit or use our Services, you are agreeing to the use of cookies and similar technologies for the purposes described in this policy.

What technologies are used?

Cookies: A cookie is a small file placed onto your device that enables Innovatank features and functionality. Any browser visiting our sites may receive cookies from us or cookies from third parties such as our customers, partners or service providers. We or third parties may also place cookies in your browser when you visit non-Innovatank sites that display ads, host our plugins or tags.
We use two types of cookies: persistent cookies and session cookies. A persistent cookie may help us recognize you as an existing user, so it's easier to return to Innovatank or interact with our Services without signing in again. A persistent cookie stays in your browser and will be read by Innovatank when you return to one of our sites or a partner site that uses our Services. Session cookies last only as long as the session (usually the current visit to a website or a browser session).

Pixels: A pixel is a tiny image that may be found within web pages and emails, requiring a call (which provides device and visit information) to our servers in order for the pixel to be rendered in those web pages and emails. We use pixels to learn more about your interactions with email content or web content, such as whether you interacted with ads or posts. Pixels can also enable us and third parties to place cookies on your browser.

Local storage: Local storage enables a website or application to store information locally on your device(s). Local storage may be used to improve the Innovatank experience, for example, by enabling features, remembering your preferences and speeding up site functionality.

Other similar technologies: We also use other tracking technologies, such as mobile advertising IDs and tags for similar purposes as described in this Cookie Policy. References to similar technologies in this policy includes pixels, local storage, and other tracking technologies.

What are these technologies used for?

Below we describe the purposes for which we use these technologies.

Purpose	Description
Authentication	We use cookies and similar technologies to recognize you when you visit our Services. If you're signed into Innovatank, these technologies help us show you the right information and personalize your experience in line with your settings. For example, cookies enable Innovatank to identify you and verify your account.
Security	We use cookies and similar technologies to make your interactions with our Services faster and more secure. For example, we use cookies to enable and support our security features, keep your account safe and to help us detect malicious activity and violations of our User Agreement.
Preferences, features and services	We use cookies and similar technologies to enable the functionality of our Services, such as helping you to fill out forms on our Services more easily and providing you with features, insights and customized content in conjunction with our plugins. We also use these technologies to remember information about your browser and your preferences. For example, cookies can tell us which language you prefer and what your communications preferences are. We may also use local storage to speed up site functionality.
Customized content	We use cookies and similar technologies to customize your experience on our Services. For example, we may use cookies to remember previous searches so that when you return to our services, we can offer additional information that relates to your previous search.
Plugins on and off Innovatank	We use cookies and similar technologies to enable Innovatank plugins both on and off the Innovatank sites. For example, our plugins, found on Innovatank or third-party sites, such as the sites of our customers and partners. Our plugins use cookies and other technologies to provide analytics and recognize you on Innovatank and third-party sites. If you interact with a plugin the plugin will use cookies to identify you and initiate your request. You can learn more about plugins in our Privacy Policy.
Advertising	Cookies and similar technologies help us show relevant advertising to you more effectively, both on and off our Services and to measure the performance of such ads. We use these technologies to learn whether content has been shown to you or whether someone who was presented with an ad later came back and took an action (e.g., downloaded a white paper or made

	a purchase) on another site. Similarly, our partners or service providers may use these technologies to determine whether we've shown an ad or a post and how it performed or provide us with information about how you interact with ads. We may also work with our customers and partners to show you an ad on or off Innovatank, such as after you've visited a customer's or partner's site or application. These technologies help us to provide aggregated information to our customers and partners. For further information, please see Section 1.4 of the Privacy Policy.
Performance, analytics and research	Cookies and similar technologies help us learn more about how well our Services and plugins perform in different locations. We or our service providers use these technologies to understand, improve, and research products, features and services, including as you navigate through our sites or when you access Innovatank from other sites, applications or devices. We, or our service providers, use these technologies to determine and measure the performance of ads or posts on and off Innovatank and to learn whether you have interacted with our websites, content or emails and provide analytics based on those interactions. We also use these technologies to provide aggregated information to our customers and partners as part of our Services. If you are an Innovatank member but logged out of your account on a browser, Innovatank may still continue to log your interaction with our services on that browser in order to generate usage analytics for our Services. We may share these analytics in aggregate form with our customers.

What third parties use these technologies in connection with our Services?

Third parties such as our customers, partners and service providers may use cookies and similar technologies in connection with our Services.

For example, third parties may use cookies, pixels and other technologies in their Innovatank pages, job posts and their advertisements on and off Innovatank for their own marketing purposes.

Third parties may also use cookies and similar technologies in connection with our off-site Services, such as Innovatank ad services, plugins or tags. We may also work with third parties to help us provide our Services and for our own marketing purposes.

Your choices.

You have choices on how Innovatank uses cookies and similar technologies. Please note that if you limit the ability of Innovatank to set cookies and use similar technologies, you may worsen your overall user experience, since it may no longer be personalized to you. It may also stop you from saving customized settings like login information.

Browser controls

Most browsers allow you to control cookies through their settings, which may be adapted to reflect your consent to the use of cookies. Further, most browsers also enable you to review and erase cookies, including Innovatank cookies. To learn more about browser controls, please consult the documentation that your browser manufacturer provides.

What is Do Not Track (DNT)?

DNT is a concept that has been promoted by regulatory agencies such as the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing Internet users to control the tracking of their online activities across websites by using browser settings. As such, Innovatank does not generally respond to "do not track" signals.

Please email us at support@innovatank.com or contact us through our website if you have any questions.