

COOKIE NOTICE

PURPOSE OF THIS NOTICE

This notice should be read alongside our Privacy Policy published in connection with the ZAPWORKS service (the “Service”). In this notice we talk about what cookies we use in connection with the Service and why we use them.

WHAT DO WE MEAN BY “COOKIES”?

When we talk about “cookies” we mean a small text file placed on your computer, smartphone, tablet or other device (each a “Device”) by your internet browser with simple text content that we provide. These files are harmless to your Device, do not slow it down and the cookies we set are only accessible by us. They are not spyware or adware.

HOW DOES ZAPPAR USE COOKIES?

When you visit the ZAPWORKS website or use the Service, we will place and access certain first party cookies on your Device. First party cookies are those placed directly by ZAPPAR via the Service and are used only by ZAPPAR. ZAPPAR uses cookies to improve your experience of using the Service and to improve, market and promote our range of products and services (including ZAPWORKS). We have carefully chosen these cookies and have taken steps to ensure that your privacy is protected and respected at all times.

By using the Service you may also receive certain **third party cookies** on your Device. Third party cookies are those placed by on-line services and/or parties other than ZAPPAR. Third party cookies are not integral to the services provided by the Service. The third party cookies currently used by the Service are listed below.

All cookies used by the Service are used in accordance with current UK and EU Cookie Law.

By visiting the Website through a browser which accepts the setting of cookies, you give your express consent to the placing of the cookies referred to below on your Device. When you create your ZapWorks Account (or login details) the menu will ask for confirmation that you have read this notice. By clicking either of the “REGISTER WITH FACEBOOK”, “REGISTER WITH GOOGLE” or “AGREE AND REGISTER” buttons on the user registration or log-in page you are giving your consent to the placing of cookies on your Device. By giving your consent to the placing of cookies you are enabling ZAPPAR to provide the best possible experience and service to you. You may, if you wish, deny consent to the

placing of cookies; however certain features of the Service may not function fully or as intended and you may not be able to access your ZapWorks Account.

Certain features of the Service depend upon cookies to function. UK and EU Cookie Law deems these cookies to be “strictly necessary”. Any “strictly necessary” cookies used by the Service are shown below. These cookies can be placed on your Device without your consent, but you can still block them by changing your internet browser’s settings (see below).

FIRST PARTY COOKIES

The following first party cookies may be placed on your Device:

Domain	Cookie Type	Name of Cookie	Purpose	Strictly Necessary
my.zap.works	Essential Operational	session id	This is an essential operational cookie. It is a random key used to identify the user and allows us to operate the Service as you have requested. The cookie expires 24 hours after it has been set on your Device.	Yes
my.zap.works zap.works	Security	_csrftoken	This is a security cookie. It is a random key used to prevent cross-site request forgery. The cookie expires 12 months after it has been set on your Device.	Yes

Domain	Cookie Type	Name of Cookie	Purpose	Strictly Necessary
zap.works my.zap.works docs.zap.works forum.zap.works	ZapWorks Ads	'Conversion'	We use Google Analytics and other service providers to deliver adverts for ZapWorks on other web pages you may visit (see below). The information may also be used to regulate the advertisements you receive and to measure their effectiveness.	No

THIRD PARTY COOKIES

When you visit or browse the pages of the ZAPWORKS website, the following third party cookies may be placed by third party services on your Device:

Third party service	Name of Cookie	Purpose	Strictly Necessary
Facebook	reg_ext_ref reg_fb_gate reg_fb_ref	To allow you to subscribe to Zappar social media channels or share Zappar content via Facebook. The cookies expire at the end of your current session.	No
Vimeo	_utmz	This cookie is set by the Google Analytics service. The cookie identifies the	No

Third party service	Name of Cookie	Purpose	Strictly Necessary
		source of traffic to a website, so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie expires 6 months after it has been set on your Device.	
Intercom	intercom-*	To enable Intercom to provide us with analytic services as described in our Privacy Policy.	No

We also embed YOUTUBE’s player into the Service in places and it is possible that YOUTUBE may place certain cookies on your device to enable you to use the player via the Service.

USE OF GOOGLE ANALYTICS

The Service uses analytics services provided by GOOGE ANALYTICS. GOOGLE ANALYTICS refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how users use the Service. This, in turn, enables us to improve the Service. You do not have to allow us to use these cookies (please see “How Do I Disable Cookies?”); however whilst our use of them does not pose any risk to your privacy or your safe use of the Service, it does enable us to continually improve our business.

The GOOGLE ANALYTICS services used by the Service use cookies to gather the required information; certain of these cookies may be placed on your Device immediately when you access the Service and it may not be possible to obtain your prior consent. You may remove these cookies and prevent future use of them by following the steps set out below (see “How Do I Disable Cookies?”).

The GOOGLE ANALYTICS services used by the Service may use some or all of the following cookies (these cookies are not strictly necessary):

_ga, gat, gat_combinedTracker

These cookies are used to collect information about how people use the Service. We use this

information to compile reports and to help us improve the Service. The cookies collect anonymous information including the number of visitors to the ZAPWORKS website, where visitors have come to the site from, the pages they visited, and for how long. This data is collected by ZAPPAR, but GOOGLE will also have access to the data.

Further information about GOOGLE ANALYTICS can be found here:

<https://support.google.com/analytics/answer/6004245>

USE OF GOOGLE ANALYTICS ADVERTISING FEATURES

In addition to analytics, we also use the following Google Analytics Advertising Features and related cookies.

- Remarketing with Google Analytics & Adwords
- User ID feature
- Advertising features, including demographics and infinity categories

The Advertising Features enable Google Analytics to collect data about our traffic via Google advertising cookies and identifiers. See here for more information:

<http://www.google.com/policies/technologies/types/>

HOW DO I DISABLE COOKIES?

You can choose to enable or disable cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept cookies but this can be changed. For further details, please consult the help menu in your internet browser.

You can choose to delete cookies at any time however you may lose any information that enables you to access the Service more quickly and efficiently including, but not limited to, personalised account settings. If you disable security cookies this will prevent you from being able to access and use the Service.

To opt out of being tracked by GOOGLE ANALYTICS across all websites you can find help at

<https://tools.google.com/dlpage/gaoptout>

It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

UPDATES TO THIS NOTICE

ZAPPAR reserves the right to update this notice as we may deem necessary from time to time or as

may be required by law. Any changes will be posted to the ZAPWORKS website or made available for viewing within your ZapWorks Account and you are deemed to have accepted the terms of the notice on your first use of the Service following the alterations.

Last Updated: March 2018