

MAESTROQA

COOKIE POLICY

Who we are

When we refer to “**MaestroQA**”, “**we**”, “**us**” or “**the Company**” in this Cookie Policy we are referring to MaestroQA, Inc.

Whenever you use our website at www.maestroqa.com (our “**Website**”), information may be accessed through the use of cookies and similar technologies.

Throughout our Website we may include links to third-party websites, plug-ins, and applications. These other third-party websites may also use cookies or similar technologies in accordance with their own separate cookie policies. For privacy information relating to these other third-party websites, please consult their cookie policies as appropriate.

What are cookies?

A cookie is a small text file which is placed onto your device (e.g. computer, smartphone, or another electronic device) when you visit our Website. A cookie file is stored in your web browser and allows us or a third-party to recognise you and remember things like your personalised details or user preferences. They also help us learn more about how you use and access our Website so that we can make improvements and update features.

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your device when you go offline, while session cookies are deleted as soon as you close your web browser.

How do we use cookies?

We use cookies to help us learn more about how you use and access our Website. These cookies allow us to count visits and traffic sources so that we can measure and improve performance. They help us to know which pages are the most and least popular and see how visitors move around the Website.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

Types of cookies

The cookies we place on your device fall into the following categories:

- **Strictly necessary cookies.** These cookies are necessary for the Website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the Website will not then work. These cookies do not store any personally identifiable information.

- **Functional cookies.** These cookies enable the Website to provide enhanced functionality and personalisation. They may be set by us or by third party service providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.
- **Performance cookies.** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Website. They help us to know which pages are the most or least popular and see how visitors move around the Website. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our Website and will not be able to monitor their performance.
- **Targeting cookies.** These cookies may be set through our Website by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

The cookies we use

The table below provides more information about the cookies we use and why:

The cookies we use	What they do	Type
Google Analytics	Used to collect information about how visitors use our Website. We use the information to compile reports and to help us improve the Website. The cookies collect information in an anonymous form, including the number of visitors to the Website, where visitors have come to the Website from and the pages they visited.	Performance
_ga	The _ga cookie is a Google Analytics cookie and contains a unique identifier that is used to track users.	Analytics
ga*	The _ga_ cookie is a Google Analytics cookie and is used to persist session state.	Analytics
pageviewcount	This cookie is used to identify the frequency of visits and how long the visitor is on the website. The cookie is also used to determine how many and which subpages the visitor visits on a website – this information can be used by the website to optimize the domain and its subpages.	Analytics
Google / YouTube Ads	These cookies are placed by Google. They enable us to measure, optimise and build audiences for advertising campaigns served on the Google Display Network based on an interaction with our Website. These cookies only collect non-personally identifiable information for online marketing	Targeting

<p>__ar_v4</p>	<p>purposes. This information is anonymous and cannot be traced back to any individual.</p> <p>This cookie is associated with the DoubleClick advertising service from Google. Helps with tracking conversion rates for ads.</p>	
<p>Rollworks _adroll_fpc</p>	<p>Cookie used to optimise and analyse website performance and is a retargeting network that allows us to show ads to visitors who've landed on our site while browsing the web</p>	<p>Targeting</p>
<p>OneTrust OptanonAlertBoxClosed OptanonConsent</p>	<p>This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.</p> <p>This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.</p>	<p>Necessary Necessary</p>
<p>Intercom intercom-device-id-*</p>	<p>Intercom cookie used as a unique device identifier for each unique device interacting with the Messenger. Used to identify the device interacting with the Messenger in order to improve security.</p>	<p>Marketing / Tracking</p>

Third party cookies

All of the cookies described so far in this Cookie Policy are “first party cookies”, which means they are set and controlled by MaestroQA. Occasionally, third parties may set cookies on our Website which we do not control. These are called “third party cookies”. This will happen where, for example, we have included embedded

content on some pages of our Website. When you visit a page with embedded content, the third-party service provider may set its own cookies on your web browser.

This also applies if you choose to connect with our social media accounts by clicking on one of the social media buttons on our Website, as you may be sent cookies by these websites.

Please note that we do not control these cookies and cannot access them. Cookies can only be accessed by the party who originally set them. You should therefore check the third-party websites for more information about these cookies. We have listed the third party providers below and included a link to their cookie policies:

Third party provider	Cookies / similar technologies used	Link to Cookie Policy
LinkedIn	In_or	https://www.linkedin.com/legal/privacy-policy
Facebook	_fbp	https://policies.google.com/privacy
Intercom	intercom-device-id- intercom-id- intercom-session-	https://www.intercom.com/legal/cookie-policy

How to turn off cookies

If you do not want to accept cookies, you can change your preferences using our cookie consent management platform provided by OneTrust by clicking the cookie on the bottom left hand side of the website. You can also change your browser settings so that cookies are not accepted. You can learn more about how to block cookies by visiting <http://www.allaboutcookies.org/>. Please note that if you block cookies completely, many websites will not work properly and some functionality on our Website will not work at all.

Managing performance and targeting cookies

It is possible to opt out of having your browsing activity recorded by Google Analytics by clicking on this [link](#) and installing Google Analytics Opt-out Browser Add-on. Please note that this is a third-party browser add-on provided by Google. We recommend that you read the information provided by Google [here](#) before installing the browser add-on.

You can further manage the use of performance and targeting cookies and disable the sharing of data with partners for advertising purposes by clicking the cookie on the bottom left hand side of the website.

How to contact us

If you have any questions about this Cookie Policy or the information we hold about you, please contact us by email at privacy@maestroqa.com.

Changes to this Cookie Policy

This version was last updated on 27 April 2023. We may change this Cookie Policy from time to time and when we do, we will inform you by updating this section.