

Winterlight Cookie Policy

Effective: 4 Jan 2022

We may obtain information about your general internet usage by using cookie files stored on your computer or device (“cookies”). Cookies are small text files that websites place on your computer or internet-enabled device to add greater functionality. A cookie can be used to identify a user’s computer or internet enabled device to the website, or to other third-party websites. This functionality helps websites to improve the services they deliver, such as remembering preferences expressed by a user or tracking a user’s use of a website for statistical analysis.

What types of cookies do we use?

Depending on your activity, you may encounter both “session” cookies and “persistent” cookies on our website.

When visiting the site, session cookies enable the website to keep track of your movement from page to page so you don’t get asked for the information you have already provided. In addition, session cookies can be used to prevent fraud and increase website security. Session cookies will be deleted from your computer when you close your browser.

We use persistent cookies to enable our website to recognise you when you visit and keep track of your preferences in relation to your use of our website. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

Here’s how we use different categories of cookies and your options for managing the data collection settings of these technologies.

Necessary cookies

These cookies are required to deliver the services you explicitly request: to make our site, content and other features available to you. These cookies are used to operate this site, display it properly, and enable features you choose to interact with. We also use these cookies to understand and improve the performance of the site, our offerings and the user experience. These necessary cookies cannot be disabled.

Analytics and reporting

These cookies help us understand and improve the use and performance of our services including what links visitors clicked on the most, and how they interact with the various areas and features on our website and apps. This information helps us to determine how frequently particular pages are visited and to determine the most popular areas of our website. It also helps us improve the services which we offer to you by helping us make sure that our users are finding the information that they are looking for. It also allows us to

provide anonymized demographic data to third parties in order to target advertising more appropriately and to track the success of advertising campaigns on our website.

Functional cookies

Functional cookies relate to the working of our website. These cookies allow the website to remember choices you make and provide enhanced and more personal features. For example, they allow you to carry information across different pages of our website to avoid you having to re-enter information. They may also recognise your preferences when you return to our websites, such as your preferred language or currency. These cookies collect information about how our website is used, including which pages are viewed most often.

We may use our first party or third-party technology for cookies to track and analyse usage information to provide enhanced interactions and more relevant communications, and to track the performance of our advertisements. First-party cookies are set directly by our website that you are visiting (i.e., the URL displayed in your browser address bar).

Third-party cookies are set by a domain other than our website. This typically occurs when websites incorporate elements from other sites, such as images or social media plugins.

What cookies do we use?

Google Analytics

We use Google Analytics for *Analytics and reporting*. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers; cookies used in this way are anonymous. The information generated relating to our website is used to create reports about the use of the website. This cookie stores no personal information about you and will keep a track of how you browse our website. We use this anonymous information to help us further improve the user experience of our website.

Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

For more information about Google Analytics visit:
<https://support.google.com/analytics/answer/6004245>.

Cookie Name	Description
Google Analytics __utmb, __utmc, __utmz, __utma, _ga, and other Google Analytics cookies	Used for web analytics provided to us by Google Analytics. Google Analytics places various cookies in your browser to enable this functionality: <ul style="list-style-type: none">• The “_ga” cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information

	<p>anonymously and assign a randomly generated number to identify unique visitors.</p> <ul style="list-style-type: none">• The “_gid” cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.• The “_gat” cookies is installed by Google Universal Analytics to throttle the request rate to limit the collection of data. <p>If you wish to disable Google Analytics on your browser, please visit the Google Analytics Opt-out. This add-on is also available in the Chrome web store. https://tools.google.com/dlpage/gaoptout</p> <p>If you can disable Google Analytics on https://winterlightlabs.com via the cookie notice upon your first visit.</p>
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Managing cookies

You can change your cookie preferences at any time by clicking on the cookie banner. You may need to refresh your page for your settings to take effect.

Alternatively, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Please note that disabling cookie support may prevent our website properties from functioning properly. You may not be able to fully use all of its features and services.