

## **Privacy Statement 'Tridex Geoservices'**

This statement sets out Tridex Geoservices' policies relating to the personal information you provide to us by visiting or registering on the website [www.tridexgeoservices.com](http://www.tridexgeoservices.com).

By using this website or submitting your personal information, you are agreeing to the collection, use and disclosure of personal information by Tridex Geoservices as set out in this Privacy Statement.

Your personal information is important. We recognize that your privacy is very important to you and Tridex Geoservices is committed to protecting your privacy. The following statement sets out how we handle your personal information and safeguard your privacy in relation to this website.

We will not rent, trade, spam or sell any personally identifiable information that you give us to any third party unless we receive your prior consent.

### **What information do we collect?**

We collect information from you when you register on our site, subscribe to our newsletter, respond to a survey or fill out a form.

When registering on our site, as appropriate, you may be asked to enter your name, e-mail address, mailing address or phone number. You may, however, visit our site anonymously.

### **What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs);
- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you);
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs);
- To administer a contest, promotion, survey or other site feature;
- To administer online interest based advertising programs;
- To improve our online advertising programs;
- To send periodic emails;

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

## Use of Cookies

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that advertisements you see online are more relevant to you and your interests.

We use analytics tools and other third party technologies, such as Google Analytics and DoubleClick Cookies, to collect non-personal information in the form of various usage and user metrics when you use our online Sites and/or Services. These tools and technologies collect and analyze certain types of information, including cookies, IP addresses, device and software identifiers, referring and exit URLs, onsite behavior and usage information, feature use metrics and statistics, usage history, MAC Address, mobile unique device ID, and other similar information.

The third party analytics companies who collect information on our Sites and/or Services and other online products and/or services may combine the information collected with other information they have independently collected from other websites and/or other online or mobile products and services relating to your activities across their network of websites as well as online and/or mobile products and services. Many of these companies collect and use information under their own privacy policies.

In addition to our use of technologies as described herein, we may permit certain third party companies to help us tailor advertising that we think may be of interest to you based on your use of Tridex Geoservices Sites and/or Services and to otherwise collect and use data about your use of Tridex Geoservices Sites and/or Services. For more information about this practice, please see the "Third Party Advertising Technologies" section below.

You may opt out of the DoubleClick cookie by visiting the Google advertising opt-out page or you may opt out of Google Analytics by visiting the Google Analytics opt-out page.

Google has additional information available about their Remarketing Privacy Guidelines, Policies, and Restrictions.

## **Third Party Advertising Technologies**

In addition to using cookies and related technologies as described above to inform, optimize, and serve ads based on visitors' past visits to your website, we also may permit certain third party companies, including Google, to help us tailor advertising that we think may be of interest to users and to collect and use other data about user activities on our Sites and/or Services (e.g., to allow them to tailor ads on third party services). These companies may deliver ads that might also place cookies and otherwise track user behavior. These companies may use information about user behavior in order to provide customized advertisements across various services and products. In the course of providing these services, products or placing advertisements, these third party companies may place or recognize a unique cookie on your computer, and may record information to these cookies based upon your activities on any of our Sites and/or Services and on third party websites across the internet. Each of these companies uses this cookie information according to their own privacy and security policies. If you wish to not have this information used for the purpose of serving you targeted ads, you may opt-out as indicated in this Policy.

In particular, Tridex Geoservices may make use of combinations of the following third party products to target advertising and advertise online: LinkedIn advertising, Google Analytics Google Remarketing, Google Display Network Impression Reporting, integration with the DoubleClick Campaign Manager and Google Analytics Demographics and Interest Reporting. Visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads through the follow settings page (<https://www.google.com/settings/ads>).

Tridex Geoservices may also use data from first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) together to report how ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits to Tridex Geoservices sites.

Using Google Analytics Demographics and Interest Reporting, Tridex Geoservices may use data from Google's Interest-based advertising or 3rd-party audience data (such as age, gender, and interests) with Google Analytics in order to better target our advertising.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Your Consent**

By using our site, you consent to our privacy policy.

### Changes to our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

This policy was last modified on 1 March 2021