

COOKIE POLICY

Last update: 28 August 2024

Icon.Partners (And And Operation OÜ, a company registered under the laws of Estonia at Narva mnt 7 – 634 Kesklinna linnaosa Tallinn, 10117 Harju maakond Estonia) (hereinafter – «**ICON**», «**We**», «**Our**») understands that your privacy is important to you and is committed to being transparent about the technologies it uses. This Cookie Policy explains how and why cookies may be stored on your device and accessed from your device when you use or visit Our Website. «Website» means the website accessible at <https://www.icon.partners/> and related to the Website web-pages and subdomains.

All terms used below but not defined in this Cookie Policy shall be interpreted in accordance with Our Icon.Partners [Privacy Policy](#).

1. WHAT ARE COOKIES?

1.1. Cookies are small text files that are placed on your device, such as your computer, smartphone or tablet, by your browser when you visit any website.

1.2. They allow you to be recognized as the same visitor and store information collected on one web page until it is needed for use on another. In this way, you are provided with personalized content and the Website receives usage statistics that help to improve it.

1.3. Cookies perform many different functions, such as letting you navigate between pages efficiently, remembering your preferences, and generally improving your experience. They can also help to ensure that advertisements you see online are more relevant to you and your interests.

2. WHAT ARE COOKIES USED FOR?

2.1. We and Our service providers use cookies in the following ways:

2.1.1. record whether you have seen specific messages that We display on Our Website;
2.1.2. save your browsing preferences to optimize your search queries (your consent is required);

2.1.3. collect statistics in an anonymous and aggregated form (your consent is required);

2.1.4. track how you use Our Website (your consent is required).

3. COOKIES USED ON THE WEBSITE

3.1. By default, We do not place cookies that collect statistics, personalize ads, and track files in your browser.

3.2. When you visit Our Website, We ask you if you want us to use cookies. If you choose not to accept them, We will not use Marketing, Functional and Analytics Cookies during your visit, except for Essential Cookies that support the proper functioning of Our Website.

3.3. By clicking «**Accept**» on the cookie banner, you give your clear, explicit, and complete consent to ICON to use analytical technology to personalize content and optimize Our Website performance for a better user experience.

3.4. By clicking «Settings» on the cookie banner, you will be able to choose which cookies you allow ICON to use by changing your preferences. Notwithstanding, you can not decline essential cookies, which are necessary for the proper functioning of the Website.

3.5. The installation of cookies is based on consent. Such consent can be easily revoked at any time by following the instructions in the «Send tracking ban» section.

3.6. Depending on the function and purpose, cookies can be divided into the following categories:

3.6.1. **Session and permanent cookies.** Cookies may expire at the end of the browser session (from the moment the Visitor/User opens the browser window until the moment they leave the browser), but they can be stored longer.

Session cookies enable Our Website to synchronize the actions of the Visitor / User during the browser session. They are used for various purposes, such as recording information viewed on the Website. Session cookies expire after the browser session, so they will not be stored after the browser is closed.

Persistent cookies are stored on Visitors' devices between browser sessions, enabling the Visitor's preferences or actions on websites to be remembered. Persistent cookies are used for various purposes, including remembering the preferences and actions of Visitors / Users while using Our Website or to personalize advertising.

All persistent cookies have a validity period (no more than twelve (12) months), after which they are automatically deleted from the Visitor's / User's device. Anonymous and aggregated data are retained by ICON for an indefinite period of time for analysis purposes.

3.6.2. **Local storage.** Local storage is a component of the application storing the Website which programs interface. A local storage is a file created by a Website on your device. Cookies are just one type of local storage, but there are others. It allows Website to store larger amounts of data locally, enhancing performance and providing a more efficient User experience. Local storage is an essential tool for storing Visitor's / User's data.

3.6.3. **Essential Cookies.** Essential Cookies enable core functionality such as security, verification of identity and network management. Without these cookies, certain basic functions cannot be offered.

Essential Cookies are always active and will be placed without your consent. These cookies can't be disabled.

3.6.4. **Marketing Cookies.** Marketing cookies (also advertising cookies / tracking cookies) are used to track advertising effectiveness to provide a more relevant service and deliver better ads to suit your interests. We aim to provide you with advertising that is relevant to you and your interests on other online platforms, where possible, based on your visits and activities on Our Website and other third-party websites. Based on these interests, We develop a segmented profile and then tailor the content and advertising on Our Website to different customer groups.

3.6.5. **Functional Cookies.** These cookies collect data to remember choices Users make to improve and give a more personalized experience.

3.6.6. Analytics Cookies. These cookies help Us to understand how Visitors interact with Our Website, discover errors and provide better overall analytics.

3.6.7. First-party and third-party cookie files. First-party cookies are cookies set by Our Website (which is displayed in the URL box).

Third-party cookies are cookies that are set by a third-party domain (not Our Website). If you visit a website and a company sets a cookie through that website, it will be a third-party cookie.

Some third-party services that We use to improve the performance of Our Website may place their own cookies on your browser. This Cookie Policy applies only to Our use of cookies and not to the use of third-party cookies by third parties.

3.7. To support and upgrade your interaction with ICON We use the following cookies and files:

Name	Type	Purpose	Domain	Lifetime	First-party or Third-party
SRM-B	Analytics	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	.c.bing.com	1 year 24 days	Third-party

MR	Analytics	<p>This cookie is used by Microsoft as a unique identifier. The cookie is set by embedded Microsoft scripts. The purpose of this cookie is to synchronise the ID across many different Microsoft domains to enable user tracking.</p>	.c.bing.com	8 days	Third-party
SM	Analytics	<p>Used by Microsoft's Clarity analytics service to synchronise the MUID across Microsoft domains.</p>	.c.clarity.ms	Session	Third-party

ANONCHK	Analytics	This cookie is used by Microsoft for storing the session ID for a user. This cookie ensures that clicks from advertisement on the Bing search engine are verified and it is used for reporting purposes and for personalization.	.c.clarity.ms	1 day	Third-party
MUID	Analytics	This cookie is used by Microsoft as a unique identifier. The cookie is set by embedded Microsoft scripts. The purpose of this cookie is to synchronise the ID across many different Microsoft domains to enable user tracking.	.c.clarity.ms	1 year 24 days	Third-party
NID	Marketing	Used to provide ad delivery or retargeting, store user preferences	.google.com	6 months	Third-party

rl_anonymous_id	Marketing	Used to store the anonymous ID	.rudderstack.com	1 year	Third-party
rl_group_id	Marketing	Used to store the user group ID set via the group API	.rudderstack.com	1 year	Third-party
rl_group_trait	Marketing	Used to store the user group traits object set via the group API	.rudderstack.com	1 year	Third-party
rl_trait	Marketing	Used to store the user traits object set via the identify API	.rudderstack.com	1 year	Third-party
rl_user_id	Marketing	Used to store the user ID set via the identify API	.rudderstack.com	1 year	Third-party
attribution_user_id	Analytics	Used in context with the website's pop-up questionnaires and messaging	.typeform.com	1 year	Third-party
tf_respondent_cc	Essential	Used to implement forms on the website	.typeform.com	1 year	Third-party
_ga	Analytics	Used to store and count pageviews	.www.icon.partners	1 year	First-party
bSession	Analytics	Used for system effectiveness measurement	.www.icon.partners	30 minutes	First-party

_clk	Analytics	Cookie is used by Microsoft Clarity. The functionality is to store a unique user ID.	.www.icon.partners	1 year	First party
_clk	Analytics	To store and combine pageviews by a user into a single session recording.	.www.icon.partners	1 year	First party
hs	Essential	Used for security reasons	.www.icon.partners	Session	First-party
svSession	Essential	Used in connection with user login	.www.icon.partners	1 year	First-party
XSRF-TOKEN	Essential	Used for security reasons	.www.icon.partners	Session	First-party
consent-policy	Functional	Used for cookie banner parameters	.www.icon.partners	1 year	First-party
_fbp	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	.www.icon.partners	1 year	First party

YSC	Essential	Is used by YouTube to remember user input and associate a user's actions.	.youtube.com	Session	Third-party
VISITOR_INFO1_LIVE	Essential	Tries to estimate the users' bandwidth on pages with integrated YouTube videos	.youtube.com	5 months, 27 days	Third-party
VISITOR_PRIVACY_METADATA	Essential	Used to track and enrich the users privacy settings on the Youtube platform	.youtube.com	5 months, 27 days	Third-party
AWSALBTG	Essential	Used for load balancing	form.typeform.com	1 day	Third-party
AWSALBTGCORS	Essential	Used for load balancing	form.typeform.com	1 day	Third-party

CLID	Analytics	This cookie is installed by Microsoft Clarity and stores information about how visitors use the website. The cookie contributes to the creation of an analysis report. The data collection includes numbers of visitors, where they visit the website from and pages visited on the website.	www.clarity.ms	1 year	Third-party
fedops.logger.sessionId	Local storage; essential	Used for stability/effectiveness measurement	www.icon.partners	Persistent	First-party
ssr-caching	Essential	Used to indicate the system from which the site was rendered	www.icon.partners	30 seconds	First-party

3.8. Since the installation of third-party cookies and other tracking systems through the services used in ICON cannot be technically controlled by ICON, any specific references to cookies and tracking systems installed by third parties should be considered indicative. To obtain complete information, the Visitor / User is invited to familiarize himself with the privacy policy of the relevant third-party services. Taking into account the objective complexity associated with the identification of technologies based on cookies, Visitors / Users are encouraged to contact us if they wish to receive additional information about Our use of cookies.

3.9. First-party and third-party cookies, regardless of whether the cookie is first-party or third-party, are related to the website or domain where the cookie is placed.

3.10. To the extent that information processed in connection with cookies is to be qualified as personal data, the legal basis for such processing is your consent (Art. 6 (1), (a) GDPR).

4. «SEND TRACKING BAN» OPTION

4.1. «Send no tracking» is an option in the browser settings that allows visitors to opt out of being tracked by websites for any purpose, including tracking by analytics services, advertising networks and social platforms.

4.2. Many browsers are configured by default to accept and use cookies from the time they are first installed on your device. You can block cookies or receive notifications about cookies using your browser's help or settings menu. You can use the help or help panels of your browser to get more information about the various methods of cookie management or to adjust your browser settings. If you decide to delete cookies, you should be aware that any settings will / may be lost. In addition, if you block cookies completely, many websites (including ours) may function incorrectly.

4.3. Most browsers allow you to:

4.3.1. see which cookies you have installed and delete them separately;

4.3.2. block third-party cookies;

4.3.3. block cookies from individual sites;

4.3.4. block all cookies from the moment of installation;

4.3.5. delete all cookies when closing the browser.

5. DISABLING/ENABLING COOKIES VIA YOUR BROWSER

5.1. Through your browser settings, you can delete cookies that have been previously installed, including cookies that have retained your initial consent to the installation of cookies from Our Website.

5.2. Visitors can, in particular, find information about managing cookies by visiting <https://allaboutcookies.org/> or in frequently used browsers using the following links: [Google Chrome](#), [Mozilla Firefox](#), [Apple Safari](#), [Opera](#) and [Microsoft Internet Explorer](#), [Edge](#).

5.3. Our cookies are not used to identify you personally. They are used to make Our Website work better for you.

6. MODIFICATIONS TO THE POLICY

6.1. This Policy may be modified at any time by a legal provision or by sole discretion of ICON, for which, the latter will announce each update through this Website. It is the responsibility of the visitor to review this Policy constantly to know the changes made, if applicable.

7. CONTACT US

7.1. If you have any questions about the operation of Our Website or your interaction with it, please contact us at office@icon.partners.

Icon.Partners