

# Cookie Policy

*Last Updated: 18 May 2018*

This Cookie Policy outlines how Deskpro Ltd. and its affiliates (collectively “Deskpro”, “we”, “us”, “ours”) operate with transparency and diligence with regards to how we use your information. This Cookie Policy covers cookies and tracking tools that are used when you visit our websites, use our products or software, and any additional features as part of the Services that Deskpro makes available to you on a trial or paid basis.

## What is a cookie?

A cookie is a small text file that can be placed on your computer or mobile device when you visit a website, app or software platform. They are used to identify your browser and activities of your computer or mobile device on the Deskpro Service and other websites. Any cookie that is set by the website, app or platform owner is known as a “first party cookie”. Whereas a cookie set by parties other than the website, app or platform owner is known as a “third party cookie.” They are used for things like advertising and analytics, and allow organisations to show adverts on other websites.

## Why do we use cookies?

We use both first and third party cookies for a number of reasons, including to personalise your experience of Deskpro. Some cookies are essential for us to provide the features in the Service across our websites, apps and software platform. Other cookies are used to allow us to statistically monitor how you use Deskpro, so we can improve our Services. By using cookies, we are able to improve the service that Deskpro provides to you and measure the effectiveness of our marketing campaigns. Please be aware that this Cookie Policy does not cover or govern the use of third party websites or services.

## Types of cookies?

Cookies fall into one of the following categories:

### **Essential cookies**

These cookies are essential in order for us to provide the features that make up the Services. For example, remembering you have logged in.

### **Analytics cookies**

These cookies collect information on how visitors to our Websites interact with them. These are used to allow us to identify how we can improve your experience of the Websites and marketing campaigns.

### **Performance cookies**

These cookies are non-essential but are used to help enhance the performance and functionality of our Websites. Without some of these cookies, some functionality may not be possible.

### **Advertising cookies**

These cookies are used to create more relevant advertising messages for you. They collect information about your browsing habits to improve your advertising experience.

### **Social media cookies**

These cookies allow you to share content or pages from our Websites, that you find interesting, to third party social media sites. These cookies may also be used for advertising activities.

## List of Cookies on Websites

### **Essential**

Typekit by Adobe  
Google Tag Manager  
Deskpro

### **Analytics**

Google Analytics  
Mixpanel  
GoSquared

Segment  
Pingdom  
Bugsnag  
FullStory  
New Relic

#### **Performance**

Drip  
Google Translate

#### **Advertising**

HubSpot  
Google Adwords Conversion  
Facebook Custom Audience  
Google Dynamic Remarketing  
Google Adwords User Lists

#### **Social Media**

Facebook Connect  
Gravatar

## How to control Cookies

You do not have to accept cookies to use the Deskpro Service. However, if you reject the use of all cookies then certain features on the Deskpro websites may not function properly, which could result in an inferior experience of our Services.

You are able to change your browser settings to manage cookies in a way that suits you, including when you receive cookies or rejecting cookies altogether. Most browsers are set up to accept cookies by default. To learn more about how to control your cookies, refer to the relevant documentation from your web browser provider:

[Chrome](#)

[Firefox](#)

[Safari](#)

[Internet Explorer](#)

To learn more about cookies, please visit <https://www.aboutcookies.org/>.

## Other Tracking Technology

We may also use other tracking technologies such as page tags from time to time. These are also known as “tracking pixels” or “gif tags”. They are tiny graphic files that are used to help track website, app, product or email usage information, for example how many times a specific email or page has been viewed. In many instances, these technologies are reliant on cookies, so rejecting cookies will prevent their functioning.

## How often do we update Cookie Policy?

We may update this Cookie Policy from time to time, so we recommend that you check this page regularly if you wish to stay informed about our use of cookies and other tracking technology.

## More Information

If you would like to know more about how Deskpro uses cookies and other tracking technologies, please send your questions to [privacy@deskpro.com](mailto:privacy@deskpro.com).