

Cookie Policy

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This Cookie Policy explains how Kando Research BV uses cookies and similar technologies on KANDOResearch.com. Kando Research BV, registered under company number BE 1026.898.319, with its registered office at Keirestraat 14, 9700 Oudenaarde, Belgium, is the controller responsible for the use of cookies and similar technologies on this Website.

KANDOResearch.com uses certain monitoring and tracking technologies, such as cookies, beacons, pixels, tags, and scripts (collectively, "Cookies"). These technologies are used in order to provide, maintain, and improve our website ("Website"), to optimize our offerings and marketing activities, and to provide our visitors, customers and users ("you") with a better experience (for example, in order to track users' preferences, to better secure our Website, to identify technical issues, and to monitor and improve the overall performance of our Website).

This page contains information on what Cookies are, the types of Cookies and similar tracking technologies used on our Website, how to switch them off in your browser, and some useful links for further reading on the subject. For ease of reading, we use the term "Cookies" in this Policy to refer both to cookies and to similar tracking technologies, such as beacons, pixels, tags, and scripts, as mentioned above. If you are unable to find the information you were looking for, or you have any further questions about the use of cookies and similar tracking technologies on our Website, please email privacy@kandoresearch.com.

For more information about our general privacy practices, please visit our Privacy Statement.

1. What are Cookies?

Cookies are small files containing a string of characters that are stored through the browser on your computer or mobile device (for example, Google Chrome or Safari). They allow websites to store information like user preferences. You can think of Cookies as providing a so-called memory for the website, so that it can recognize you when you come back and throughout your browsing activity and use and respond appropriately to your selected preferences. Cookies are typically classified as either "session cookies" which are automatically deleted when you close your browser, or "persistent cookies" which will usually remain on your device until you delete them or they expire.

Cookies may be set by us (first-party Cookies) or by third-party providers who work with us (third-party Cookies), either for the duration of your visit (session Cookies) or for longer periods (persistent Cookies). The length of time a persistent Cookie stays on your device varies between Cookies.

Please note that our access and control over such third-party Cookies, beyond the scope of our Website, is limited and subject to such other websites and providers' own terms and policies.

You are not obligated to accept all Cookies in order to visit our website, however, enabling Cookies may allow for a more personalized browsing experience and is required for some features and functionalities to work.

2. How do we use Cookies?

KANDOResearch.com uses several different types of Cookies on our website and platform:

Necessary Cookies: These Cookies are necessary to provide you with our Website and cannot be disabled through the cookie settings we offer, however if you wish you may still remove them through your browser for your website's usage (but this would have a significant adverse effect on your experience).

Performance and Analytics Cookies: Every time you visit our Website, the analytics tools and website we use generate or interact with Cookies which can tell us (so long as they are allowed and not deleted) whether or not you have visited our Website in the past, and provide additional information regarding how visitors and users use our Website (such as how many visitors we have on a certain landing page, how often they visit, or where users tend to click on our Website). Your browser will tell us if you have these Cookies and, if you don't but do allow new Cookies to be placed, we will typically generate and place new ones. These Cookies help us to secure and better manage the performance of our Website and remember your preferences for features found on the Website, so you don't have to reset them each time you visit. Without these cookies, our ability to better ourselves and improve your and others' experience will be reduced.

Marketing & Advertising Cookies: These Cookies allow us to know whether or not you've seen an ad or a type of ad online, how you interacted with such an ad, and how long it has been since you've seen it.

Our advertising partners may use these Cookies to learn about your browsing habits (including your visits to our Website, the pages you have visited and the links and advertisements you have clicked) and other unique identifiers that may help identify you and your interests, in order to retarget you and serve advertisements that are relevant to you (for example, if you look at a certain page on our Website, an advertisement may be delivered to you regarding our Website on other sites, for products referenced on that page or for similar products and website).

We also set Cookies on certain other sites that we advertise on. If you receive one of those Cookies, we may use it to identify you as having visited that site and viewing our ad there, if you later visit our Website. We can then target our advertisements based on this information.

Third-Party Integration Cookies: On some pages of our Website, other organizations may also set their own Cookies. They do this to enable and improve the performance and interoperability of their applications, features or tools that are integrated with our Website, to track their performance, or to customize their website for you.

To learn more about the specific Cookies we use and how we categorize them, please click the "Your Privacy Settings" button available on our website's footer. You can always withdraw your consent to the use of non-necessary Cookies by re-opening the settings and modifying your selection.

3. How can you turn Cookies off (or remove them)?

Except for Necessary Cookies, you generally have a right to decide whether to accept or decline Cookies. When first visiting our website, you may encounter our Cookie Banner, which allows you to control your Cookie preferences. You can change your Cookie choices any time by clicking the "Your Privacy Settings" button available in our website's footer.

Most web browsers allow you to change your Cookie settings. You can usually find these settings in the 'Options' or 'Preferences' menu of your browser. In order to understand these settings, the following links to 'cookies' help pages may be helpful or you can use the 'Help' option in your browser for more details.

- Microsoft Edge
- Chrome
- Mozilla Firefox
- Safari (Desktop)
- Safari (Mobile)
- Android Browser
- Opera

If you are primarily concerned about third-party Cookies generated by advertisers, and you live in the USA, Canada or Europe, you can also opt out from the collection of your data by our advertising partners who participate in the Digital Advertising Alliance (DAA), the Network Advertising Initiative (NAI), and the European Digital Advertising Alliance (eDAA). This does not opt you out of being served advertising entirely as you will continue to receive generic advertisements. Opt-out by visiting:

- <https://www.youronlinechoices.eu/> (for European users)
- <https://www.youronlinechoices.com/uk/your-ad-choices> (for UK users)
- <http://www.aboutads.info/choices> (for U.S. users)
- <https://youradchoices.ca/en/tools> (for Canadian users)

In addition, on your mobile device (e.g., iPhone, iPad or Android), you can change your device settings to control whether you see online interest-based ads.

4. What is the Google Analytics Cookie and how is it used?

Our Website use Google Analytics, a web analysis website provided by Google Inc. (“Google”) which is based on Cookie technology. The information generated by the Cookie is usually sent to and stored in a Google server in the USA. On behalf of KANDOResearch.com, Google will use the generated information to evaluate your use of the website, to compile reports on website activities, and to provide the website operator with additional website connected with website and Internet use. The IP address transmitted by your browser in connection with Google Analytics is not collated with other data by Google. Further information about the privacy practices of Google Analytics is available at www.google.com/policies/privacy/partners/

Further information about your option to opt-out of Google Analytics is available at <https://tools.google.com/dlpage/gaoptout>

5. “Do Not Track” Signals

Some web browsers may transmit “Do Not Track” signals to website with which the browser communicates, telling the website not to follow its online movements. Because of differences in how web browsers interpret this feature and send those signals, and lack of standardization, it is not always clear whether visitors and users intend for these signals to be transmitted or whether they are even aware of them. Therefore, as many other reputable website and online platforms, we currently do not respond to such “Do Not Track” signals. However, you can manage your Cookie preferences, including whether or not to accept them and how to remove them, through your browser settings and our Cookie Banner as instructed above. Please bear in mind that disabling Cookies may complicate or even prevent you from using the Website. To learn more about “Do Not Track” signals, you can visit <http://www.allaboutdnt.com/>.

6. Opt-Out of Sale/Sharing for Targeted Advertising

Under some data protection laws in the United States, like the California Consumer Privacy Act (CCPA) or the Virginia Consumer Data Protection Act, our sharing of certain internet activity and device information with third parties through Cookies may be considered a “sale” or “sharing” of personal information for targeted advertising. We do so in pursuit of the business and commercial purposes described in section 2 above.

7. List of Strictly necessary cookies

Cookie name	Provider	Type	Purpose	Expiry
cookieyes-*	CookieYes	Necessary	Used to remember and manage the visitor’s cookie consent preferences.	1 year

8. List of Functional or preference cookies

Not applicable

9. List of Analytical or Statistics cookies

Cookie name	Provider	Category	Purpose	Duration
ga*	Google Analytics	Analytics	Used by Google Analytics to store and count page views.	2 years, subject to browser limitations
_ga	Google Analytics	Analytics	Used to calculate visitor, session and campaign data and to track site usage for analytics reports. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	2 years; subject to browser limitations

10. List of Marketing or Advertising cookies

Not applicable

11. Useful Links

To find out more about Cookies and their use on the Internet, you may find the following website useful:

- www.allaboutcookies.org
- www.youronlinechoices.com/uk/