

Cookies Notice

We use in our Website echohq.com ("**Website**") cookies and similar files or technologies to automatically collect and store information about your computer, device, and Website usage, in order to improve their performance and enhance your user experience. We use the general term "**cookies**" in this notice to refer to these technologies and all such similar technologies that collect information automatically when you are using our Website where this notice is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie notice or by changing your browser settings so that cookies from this Website cannot be placed on your computer or mobile device. **Important:** disabling cookies on this Website may impair certain Website features.

In this cookie notice ("**Cookies Notice**"), we use the term Echo (and "**we**", "**us**" and "**our**") to refer to Echo Software Ltd.. Our Privacy Policy is available at legal.echohq.com.

What is a cookie?

Cookies are computer files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used in order to make websites work, or to work more efficiently, as well as to provide information to the owners of the website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Website before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for performance / analytics, and other technologies, and social media purposes. The third-party cookies are outside of our control. The third parties may, at any time, change their terms of service, purpose and use of cookies, etc. See below additional information on how to manage such cookies.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

Web beacons. Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are small graphics files that contain a unique identifier that enable us to recognize when someone has visited our Website. A tracking pixel is a hyperlink to a resource, usually an image file, embedded into a piece of content like a website or an email. This pixel usually fulfil no purpose related to the content itself; its sole purpose is to establish a communication by Echo to the host of the pixel.

Targeted advertising. Third parties may drop cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these to us.

How do we use cookies?

We use cookies to:

- track traffic flow and patterns of travel in connection with our Website;
- understand the total number of visitors to our Websites on an ongoing basis and the types of internet browsers (e.g. Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g. Windows or Mac) used by our visitors;
- monitor the performance of our Website and to continually improve it; and
- customize and enhance your online experience.

What types of cookies do we use?

The types of cookies used by us in connection with the Website can be considered 'essential Website cookies', 'analytics and performance cookies', and 'other technologies'. We've set out some further information below, and the purposes of the cookies we set in the following tables.

1. Cookies necessary for essential Website purposes

These cookies are essential to provide you with services available through this Website and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

Cookie name	Source	Expiry	Purpose
_cf_bm	www.CloudFlare.com	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.

2. Performance / Analytics Cookies

We use performance/analytics cookies to analyze how the website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the Website. For example, these cookies allow us to:

- Better understand our Website visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;

- Collect information about Website visitors such as where they are located and what browsers they are using;
- Determine the number of unique users of the Website;
- Improve the Website by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

Cookie name	Source	Expiry	Purpose
_ga	www.Google.com	1 year 1 month	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_ga_N82RM8SPR8	www.Google.com	1 year 1 month	This cookie is used by Google Analytics to persist session state.
mp_[abcdef0123456789]{32}_mixpanel	www.Mixpanel.com	1 year	Stores user ID, events, and properties for tracking

How to control or delete cookies

If you would like to opt out of the cookies and similar technologies we employ on the Website and Services, you may do so by blocking, deleting, or disabling them as your browser or device permits. You may also control cookies by setting your browser to turn off cookies as described further below. If you turn off cookies, web beacon and other technologies will still detect your visits to our Website; however, they will not be associated with information otherwise stored in cookies

As another way of controlling cookies, most browsers allow you to change your cookie settings. These settings will typically be found in the "options" or "preferences" menu of your browser. In order to understand these settings and learn how to use them, please consult the "Help" function of your browser, or the documentation published online for your particular browser type and version. However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Website. The following pages have information on how to change your cookies settings for the different browsers:

- [Cookie settings in Chrome](#) and [Chrome mobile](#)
- [Cookie settings in Firefox](#) and [Firefox mobile](#)
- [Cookie settings in Internet Explorer](#) and [Microsoft Edge](#)
- [Cookie settings in Safari](#) and [Safari mobile](#)
- [Cookie settings in iOS](#)
- [Cookie settings in Opera](#)
- [Cookie settings in Apple Safari](#)

If you use another browser, you can check if the procedure for your browser is mentioned in this explanatory website or [here](#).

To opt out of being tracked by Google Analytics across all websites, visit [here](#).

Third Party Websites' Cookies

When using our Website, you may be directed to other websites for such activities. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our Website.

If you use the buttons that allow you to share products and content with your friends via social networks like Facebook, X, LinkedIn, Google, [Mai - please confirm or amend as necessary] these companies may set a cookie on your computer memory. Find out more about these here:

<https://www.facebook.com/about/privacy>
<https://x.com/en/privacy>
<https://www.linkedin.com/legal/privacy-policy>
<http://www.google.com/intl/en-GB/policies/privacy>

Need More Information? If you would like to find out more about cookies and their use on the Internet, you may find the following link useful: [All About Cookies](#)

Contact us. If you have any questions or comments about this Cookies Notice, or privacy matters generally, please contact us via email at privacy@echohq.com.