

1. Who are we and what is this policy about?

Cyferd Inc. (“**we**”, “**our**”, “**us**” or “**Cyferd**”) uses cookies and similar technologies on our website.

This ‘*Cookie Policy*’ (“**Cookie Policy**”) explains what cookies are, how and why we use them, the types of cookies used on our website and how you can manage your cookie preferences. For further information about how Cyferd collects, uses, stores and protects personal information, please see our separate *Privacy Policy*.

You can change or withdraw your cookie preferences at any time using the cookie preference controls available on our website.

This Cookie Policy applies to: **cyferd.com**

This Cookie Policy should be read alongside our Privacy Policy.

2. What are cookies?

Cookies are small text files that are stored on your device when you visit a website. They allow websites and services to store or access information on your device.

Cookies can be used for purposes including operating and securing a website, remembering preferences, providing website functionality, measuring how a website is used and supporting advertising and marketing activities.

We may also use similar technologies, such as pixels, tags or local storage, which can perform comparable functions. References to “cookies” in this policy include these similar technologies where appropriate.

Cookies may be:

- **Session cookies** – temporary cookies that generally expire when you close your browser.
- **Persistent cookies** – cookies that remain on your device for a specified period or until they are deleted.

Cookies may also be set directly by Cyferd (“**first-party cookies**”) or by third-party services used on our website (“**third-party cookies**”).

3. How do we use cookies?

Cyferd uses first-party and third-party cookies and similar technologies for a range of purposes, including:

- operating and securing our website;
- remembering your cookie choices and preferences;
- protecting website forms from spam and automated abuse;
- providing functionality such as live chat, video and interactive content;
- understanding how visitors use and interact with our website;
- analysing and improving website experiences;
- measuring marketing and advertising activity; and

- supporting our communications and marketing activities.

We use CookieYes as our cookie consent and preference management platform.

Where consent is required, non-essential cookies and similar technologies are used in accordance with the choices you make through our cookie consent controls.

The UK's current rules cover not only conventional cookies but other technologies that store information on, or access information from, a user's device. The ICO's April 2026 guidance therefore uses the broader concept of "storage and access technologies".

4. What types of cookies do we use?

The cookies detected on our website are organised into the following categories:

Necessary:

Necessary cookies support functions required for the website and its services to operate securely and correctly. They may be used for purposes such as:

- storing your cookie consent preferences;
- website and form security;
- bot and spam protection;
- maintaining secure sessions; and
- supporting essential technical functionality.

Technologies associated with this category currently include services provided by CookieYes, Google reCAPTCHA, Cloudflare and Zoho, together with necessary cookies associated with certain embedded third-party services.

Necessary cookies are used where they are required to provide the relevant functionality or security and cannot be disabled through our cookie preference controls.

Functional:

Functional cookies support additional website features and services and can help provide an enhanced website experience. They may be used for purposes such as:

- providing live chat;
- supporting embedded content;
- remembering service or feature preferences; and
- enabling functionality provided by third-party services.

Technologies associated with this category currently include Zoho SalesIQ, YouTube and LinkedIn.

If you do not allow functional cookies, some website features or third-party content may not work as intended.

Analytics:

Analytics cookies and similar technologies help us understand how visitors use and interact with our website. They may provide information about:

- visitor and session numbers;
- pages viewed;
- website traffic sources;
- user journeys and interactions;
- engagement with website content; and
- website usage and performance.

Technologies associated with analytics on our website currently include Google Analytics, Zoho PageSense and Zoho SalesIQ.

Analytics technologies may also be used in connection with embedded interactive content, including Arcade product demonstrations.

Where consent is required, these technologies are used in accordance with your cookie preferences.

Performance:

Performance cookies may be used to support or measure the technical operation and performance of website functionality or embedded content. These technologies may, for example, store technical settings associated with the delivery or operation of interactive website content.

Where consent is required, these cookies are used in accordance with your cookie preferences.

Advertisement and Marketing:

Advertisement and marketing cookies and similar technologies may be used to understand the effectiveness of our marketing, measure conversions and advertising interactions, and support advertising-related functionality on third-party platforms.

Technologies associated with this category currently include services provided by Meta (Facebook), LinkedIn, Google Ads/DoubleClick and Google/YouTube.

Depending on the service and your consent choices, these technologies may be used to:

- measure advertising and campaign performance;
- understand interactions following an advertisement;
- measure conversions;
- recognise browsers or devices; and
- support advertising or audience functionality on third-party platforms.

These technologies are used subject to your cookie preferences and applicable law.

5. Cookies currently used on our website

The table below provides details of the cookies currently identified on our website, including their category, purpose and duration.

The cookies used may change from time to time as our website and the services we use evolve. We regularly scan our website and update this information accordingly.

Category	Provider/service	Cookies detected	Description
Necessary	CookieYes	cookieyes-*	Stores and manages users' cookie consent choices.
Necessary	Google reCAPTCHA	_GRECAPTCHA, rc::a, rc::b, rc::c, rc::f etc.	Helps protect forms and the website from spam, bots and malicious activity.
Necessary	Cloudflare	__cf_bm	Security and bot-management functionality used by third-party services.
Necessary	Zoho	zfccn, LS_CSRF_TOKEN, zalb_*etc.	Supports security, session integrity and delivery of Zoho services used on the website.
Necessary	YouTube	VISITOR_PRIVACY_METADATA	Stores privacy/consent-related information associated with embedded YouTube content.
Functional	Zoho SalesIQ	uesign, drscc etc.	Provides website functionality including live chat and associated session/service functionality.
Functional	LinkedIn	lidc, li_gc	Supports LinkedIn functionality, including service delivery and storing LinkedIn cookie consent choices.
Functional	YouTube	VISITOR_INFO1_LIVE etc.	Supports the delivery and operation of embedded video content.
Analytics	Google Analytics 4	_ga, _ga_*	Measures website usage, page views, sessions, traffic sources and visitor interaction.

Category	Provider/service	Cookies detected	Description
Analytics	Zoho PageSense	zpsCookieMeta, zabUserId, zsc*, zft-sdc, zps-tgr-dts, zpssr* etc.	Measures visitor behaviour and website usage to help analyse and optimise the website.
Analytics	Zoho SalesIQ	cyferd-_zldp, cyferd-_zldt, siqlsdb, utsdb etc.	Measures unique visitors, visits and website behaviour for analytics purposes.
Analytics	Segment / Arcade	ajs_anonymous_id, ajs_user_id	Supports analytics associated with embedded interactive product demonstrations, including visitor and usage measurement.
Analytics	YouTube	YSC etc.	Measures interaction with embedded YouTube videos.
Performance	Arcade embedded demo	loglevel	Supports settings/technical operation associated with embedded interactive demonstrations.
Advertisement	Google Ads / DoubleClick	_gcl_au, test_cookie	Measures advertising effectiveness, conversions and interactions with advertising.
Advertisement	Meta Pixel	_fbp	Measures interactions with the website and supports advertising measurement and audience-related functionality on Meta platforms.
Advertisement	LinkedIn	bcookie etc.	Supports LinkedIn advertising, measurement and browser identification associated with LinkedIn services.

Category	Provider/service	Cookies detected	Description
Advertisement	YouTube/Google	__Secure-YNID, __Secure-ROLLOUT_TOKEN etc.	Supports functionality associated with YouTube/Google services, including security, experimentation and service delivery.

6. How can I control my cookie preferences?

You can manage or change your cookie preferences at any time using the cookie preference controls available on our website.

Our consent management platform, CookieYes, allows you to choose which categories of optional cookies you wish to allow.

Changing your preferences does not necessarily remove cookies that have already been stored on your device. You can remove these through your browser settings.

Most browsers allow you to:

- view and delete cookies;
- block some or all cookies;
- restrict third-party cookies; and
- configure cookie preferences for individual websites.

Please note that blocking certain cookies may affect the functionality or experience of our website and third-party content.

For further information about cookies and your rights, you can visit the [UK Information Commissioner's Office \(ICO\)](#).

The ICO states that organisations must provide clear and comprehensive information about their use of cookies and provide an appropriate means of consent where required.

7. Third-party technologies

Cyferd uses third-party services that may set cookies or use similar technologies when you visit or interact with our website.

Based on the technologies currently identified through our website and cookie audit, these may include:

- CookieYes;
- Google Analytics;
- Google Ads and DoubleClick;
- Google reCAPTCHA;

- YouTube;
- Zoho SalesIQ;
- Zoho PageSense;
- Meta/Facebook;
- LinkedIn;
- Cloudflare; and
- Arcade and associated analytics technologies.

These providers may process information in accordance with their own privacy and cookie policies.

Further details about the specific cookies currently detected, their purposes and durations are provided in the cookie table above.

Cyferd does not sell personal information collected through cookies.

8. Other website analytics technologies

Cyferd may also use website analytics and business intelligence technologies that do not necessarily rely on conventional browser cookies.

For example, Cyferd uses Leadinfo to help understand business visits to our website. Leadinfo may use technical information such as IP address data to identify the organisation associated with a website visit.

Further information about the processing of personal information through our website is provided in our Privacy Policy.

9. Changes to this Cookie Policy

We may update this Cookie Policy periodically to reflect changes in:

- applicable laws or regulations;
- technologies used on our website;
- third-party providers;
- our business operations; or
- our use of cookies and similar technologies.

Please refer to the bottom of this Cookie Policy for the date of the most recent revision.

10. Contacting Cyferd about this Cookie Policy

If you have any questions or comments about this Cookie Policy, or require further information about how Cyferd uses cookies and similar technologies, please contact us:

Cyferd Inc.

Attn: Data Protection Officer

Email: info@cyferd.com

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