



Qoria Privacy Policy

Advertising & Marketing





Advertising to Minors

We will not knowingly market to minors.

Communications

We will communicate with you through the contact details you provide to us. You agree that we can communicate with you electronically. Our standard communication mechanisms include email, smart device notifications, SMS, web chat and telephony.

If you are a personal account holder then you can change your contact settings in your account.

You may opt out of receiving third party promotional communications from us in your account.

You may opt out of our promotions by using the unsubscribe link within each email.

Even if you opt-out of marketing or promotional communications you will continue to receive transactional messages from us.

Third Part Advertising

We will not sell or provide your information to third parties so they can market their products or services to you. We may from time to time use display advertising on the web and on platforms like Google and Facebook. Our advertising will only be aimed at supporting your engagement with cyber safety and education (such as topical information and insights) and maximising what you get out of our Products (such as promoting features and events).

You may have options in your browser or through the websites you access to limit or avoid advertising. You may also be able to opt out of personalised advertisements through the Network Advertising Initiative or Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising. For more information about this practice and to understand your options, please visit: <http://www.aboutads.info>, <http://optout.networkadvertising.org/> and <http://www.youronlinechoices.eu>.

Spam

SPAM is a common term for unwanted commercial electronic messages including emails, short messages, etc. In various countries around the world there are laws designed to inhibit the use of SPAM by commercial organisations.

- We do not engage in SPAM;
- We will not use false, or misleading subjects or email addresses;
- We will identify marketing messages as such in a reasonable way;

- We will include our registered address;
- We will monitor Partner Marketing for compliance;
- We will honor opt-out/unsubscribe requests in reasonable timeframes; and
- We will provide opt-out unsubscribe options in relation to Partner Marketing.

Cookies and Tracking Technologies

We and our third party partners, such as our advertising and analytics partners, use various technologies to collect information, such as cookies and web beacons. In this notice we collectively describe these technologies as cookies. We use cookies to improve our products and your experience. Specifically, we use cookies:

- **Where strictly necessary.** These cookies are essential. They enable our Products to function, for example remembering you are signed in.
- **For functionality.** These cookies remember choices you make such as language or search parameters. We use these cookies to provide you with an experience more appropriate with your selections.
- **For performance and analytics.** These cookies collect information on how users interact with our Products and enable us to improve how they operate. For example, we use Google, Hubspot and PendoAnalytics cookies to help us understand how visitors arrive at and browse our products and website to identify areas for improvement such as navigation, user experience, and marketing campaigns.
- **For promotion.** These cookies permit us or a social media site to record that you have visited or used our products. We may use these to promote products we offer. We will not sell access to our cookies or use them for the purpose of promoting third party services to you.

To opt out of our use of cookies, you can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from websites you visit. If you do not accept cookies, however, you may not get the best experience out of our Products. Many browsers include their own management tools for removing HTML5 local storage objects.

Please visit qoria.com/tracking for more information.



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