

Nectar Services Corp. Cookies Policy

Last Revised – Feb 1, 2020

Introduction

This Nectar Services Corp. Cookies Policy (the "Cookies Policy") describes the different types of cookies that are used in connection with its website (<https://www.nectarcorp.com>) owned and controlled by Nectar Services Corp. ("Nectar"). Nectar determines the means and purposes of the personal information processing described in this Cookies Policy.

Nectar is compliant with the European Union's General Data Protection Regulation (GDPR) and ePrivacy Directive. And Nectar's Privacy Policy (<https://www.nectarcorp.com/terms-of-use/>) applies in addition to, and complements, this Cookies Policy.

You have the option of consenting to the use of cookies prior to entering to our website. And this Cookies Policy allows you to consent or, refuse to consent to each category of cookies used on our website (except necessary cookies).

In addition, you have the ability to change (reject or accept) consent. You may update your consent with each visit. Each consent is recorded for future reference. Additionally, the website will ask you to update your consent every 12 months.

If you have questions, you may contact us via any of the means below (email inquiries are suggested):

Nectar Services Corp.

Attn: Office of the Data Protection Officer (DPO)
366 North Broadway, Suite 201
Jericho, NY 11753

Email inquiries: DPO@nectarcorp.com

USA Toll Free: +1 (888) 811 8647

From outside the USA: +1 (631) 270 1077

To make the Nectar website work properly, and to provide the most relevant products and services to our website visitors, we place small data files called cookies on your device. This Policy provides you with information about cookies and how to manage them for our website.

Nectar discloses the following regarding its use of cookies including:

1. Updates to this Cookies Policy
2. What are cookies ?
3. What other tracking technologies are used?
4. How do we use cookies ?
5. How do I manage cookies?
6. What kind of cookies do we use and what are their purpose?

1. Updates to this Cookies Policy

- You can find out when this Cookies Policy was last amended by checking "LAST REVISED" at the top of this policy.
- All considered changes to this Cookies Policy will be communicated to you well in advance of the changes actually taking effect.

2. What Are Cookies ?

For any modern website to work properly, it needs to collect certain basic information on its visitors. To do this, a website will create files known as cookies. Cookies are small pieces of data that are downloaded to your computer, tablet or mobile device when you visit Nectar's website. Cookies are widely used to help make websites work or work in a better, more efficient way, such as by recognizing you and remembering information that will make your use of the website more convenient (such as by remembering your preference settings). Cookies also help us to learn which areas of the website are useful and which areas need improvement, and to track your usage of the website to provide you with targeted advertisements when visiting other websites. Nectar's website uses both first-party cookies and third-party cookies as described below.

○ First Party vs. Third Party Cookies

- Cookies are downloaded by your internet browser the first time you visit our website. The next time you visit our website from the same device, the cookies and the information stored in it is either sent back to the site that generated it (*first-party cookies*) or to a different website to which it belongs (*third-party cookies*).
- First-party cookies enable the website to recognize whether you have already accessed the website through this browser and, in many cases, it then makes the content displayed vary.
- **Third-party** providers (e.g. Google) set cookies when you are logged on to their pages and visit our website. Nectar has no influence on the cookies settings of these websites. Please visit the websites of third-party providers to obtain further information on how they use cookies.

○ Persistent and session cookies

- Depending on their lifespan, cookies can be distinguished between "persistent" or "session" cookies.
- A persistent cookie is a cookie that is stored on your computer until it expires or you delete it.
- A session cookie, on the other hand, is deleted when you close your browser.
- Apart from the acceptance of cookies when visiting the website as described in the way as set out below you generally can choose whether to accept cookies by changing the settings on your browser. Please refer below to *Deactivate and/or delete cookies via your browser*.

3. What Other Tracking Technologies are used?

In addition to cookies, we use tokens. A token is similar to a cookie and is another tool to store data regarding your interaction with our website. Tokens are used to collect a very limited set of personal information (specifically non-sensitive, contact meta data e.g., visitor's name, company name, email & IP address) from our visitors that choose to use our chat box feature. The personal information is for Nectar's internal use only, stored in its internal sales/marketing system for no longer than three (3) years and not shared with third parties.

4. How do we use Cookies?

Nectar uses cookies on its website for its own internal purposes to track how users navigate through the website. This helps us to continually evaluate and improve the Nectar Services Corp. website. We use the information derived from cookies in order to:

- Compile statistics on how our website is being used, which can help us to improve our website
- Facilitate visitors' ability to navigate through the website
- Ascertain whether the website is operating effectively
- Personalize and improve the services we offer you by understanding your preferences and establishing which areas of the website are most relevant to you.
- Collect personal information (non-sensitive, contact meta data) for internal use only for marketing/sales purposes.

Cookies are simply identifiers with an expiration date. A cookie does not contain any personal information when created. It does not have any personally identifiable data. It does not scan your computer, browser data, or browser history. Nectar, as do other websites, only collects personal information when you provide it on our web form or chat box.

And, Nectar leverages Remarketing (a.k.a. "retargeting") which allows Nectar to "follow" visitors who have left its website to display its ads on other sites they subsequently visit. We use Google AdWords Remarketing to advertise Nectar Services Corp. across the Internet, in particular on the Google Display Network. AdWords remarketing will display ads to you based on what parts of the Nectar website you have viewed by placing a cookie on your web browser.

This cookie does not in any way identify you or give access to your computer or mobile device.

The cookie is used to indicate to other websites that *'This person visited a particular page, so show them ads relating to that page.'*

Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.

If you do not wish to see ads from Nectar Services Corp. you can opt out in several ways:

1. Opt out of Google's use of cookies by visiting Google's [Ads Settings](#).
2. Opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

5. How do I manage Cookies?

- **Disagree to the use of cookies**
 - You have the option of consenting to the use of cookies that will enable you to use all functions of our website without restrictions when visiting our website except for necessary cookies which are strictly necessary for the proper functioning of our website and enable services you have specifically requested. In addition, the rejection of categories of cookies may impact your user experience and functionality while using our website.
 - If you reject the use of all cookies, first-party and third-party cookies will be deactivated. This can be done within the settings of your browser (**please refer below to *Deactivate and/or delete cookies via your browser***).

- **Deactivate and/or delete cookies via your browser**
 - Alternatively, and/or in addition, you can change your cookie settings within your internet browser. Your internet browser allows you to change your cookie settings. Such browser settings for cookies are typically found in the “options”, “tools” or “preferences” menu of your internet browser. You may also consult the browser’s “help” menu. Please note, different browsers may use different mechanisms to disable cookies.
 - Please refer to the links below for more details on how to manage your cookie settings:
 1. [Cookies Settings in Internet Explorer](#)
 2. [Cookie Settings in Firefox](#)
 3. [Cookie Settings in Google Chrome](#)
 4. [Cookie Settings in Safari](#)
- As regards the browser settings for the deletion of former cookies, the same principles apply as for the deactivation of new cookies via your browser settings. Please follow the respective guidance of your browser as described above .
- Also, there are online tools available for clearing all cookies left behind by the websites you have visited, such as www.allaboutcookies.org.
- Please note that when you visit our website from different computers, it will be necessary to repeat the modification of your settings.

6. What Kind of Cookies Do We Use and What are Their Purpose?

Below we list the different categories of cookies that Nectar and third parties use on our website. We use cookies on our website that are more than necessary cookies, however, we only do so where you have consented to us placing these on your computer or other device

- **Necessary Cookies**
 - These cookies are in our legitimate business interests to use and guarantee functions without which visitors would not be able to use our website.
 - In particular, the necessary cookies that we use are cookies which are necessary in order for us to provide you the service that you explicitly requested, specifically the web form, chat box and partner portal (i.e. if these cookies are disabled, we won't be able to provide you with the service that you have expressly requested).
- **Preference Cookies**
 - Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.
- **Statistics Cookies**
 - Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.
 - These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our website.
 - They help us to know which pages are the most and least popular and see how visitors move around the website.
 - All information these cookies collect is aggregated and therefore anonymous.

- If you do not allow these cookies we will not know when you have visited our website and will not be able to monitor its performance.
- **Marketing Cookies**
 - Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.
 - These cookies relay personal information and are used by Nectar to display its personalized advertisements on other websites.
 - The cookies themselves do not store directly personal information but are based on uniquely identifying your browser and internet service.
- **Unclassified**
 - Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.