

## Cookies policy – IoTree Technology

### 1. Introduction

- 1.1 Our website uses cookies.
- 1.2 Insofar as those cookies are not strictly necessary for the provision of [our website and services], we will ask you to consent to our use of cookies when you first visit our website.

### 2. Credit

- 2.1 This document was created using a template from Docular (<https://seqlegal.com/free-legal-documents/cookies-policy>).

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### 3. About cookies

- 3.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 3.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.
- 3.3 Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

### 4. Cookies that we use

- 4.1 We use cookies for the following purposes:
  - (a) **authentication and status** - we use cookies [to identify you when you visit our website and as you navigate our website, and to help us determine if you are logged into our website
  - (b) **shopping cart** - we use cookies to [maintain the state of your shopping cart as you navigate our website
  - (c) **personalisation** - we use cookies [to store information about your preferences and to personalise our website for you

- (d) **security** - we use cookies [as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally
- (e) **advertising** - we use cookies [to help us to display advertisements that will be relevant to you
- (f) **analysis** - we use cookies [to help us to analyse the use and performance of our website and services
- (g) **cookie consent** - we use cookies [to store your preferences in relation to the use of cookies more generally

### 5. Cookies used by our service providers

- 5.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.
- 5.2 We use Google Analytics, which gathers information about the use of our website and uses cookies for this purpose. We use the information gathered by Google Analytics to create reports about the use of our website. You can find out more about Google's use of information by visiting <https://policies.google.com/technologies/partner-sites> and you can review Google's privacy policy at <https://policies.google.com/privacy>. The cookies used by Google Analytics are named `_ga` and `_ga+container-id`.
- 5.3 We use a Meta (Facebook) pixel on our website. Using the pixel, Meta collects information about the users and use of our website. The information is used to personalise Meta advertisements and to analyse the use of our website. To find out more about the Meta pixel and about Meta's use of personal data generally, see the Meta cookie policy at <https://www.facebook.com/privacy/policies/cookies/> and the Meta privacy policy at <https://www.facebook.com/privacy/policy>. The Meta cookie policy includes information about controlling Meta's use of cookies to show you advertisements. If you are a registered Facebook user, you can adjust how advertisements are targeted by following the instructions at <https://www.facebook.com/help/568137493302217>.

### 6. Managing cookies

- 6.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser and from version to version. You can obtain up-to-date information about managing cookies via these links:
  - (a) <https://support.google.com/chrome/answer/95647> (Chrome);
  - (b) <https://support.mozilla.org/en-US/products/firefox/privacy-and-security> (Firefox);

- (c) <https://help.opera.com/en/latest/security-and-privacy/> (Opera);
- (d) <https://support.apple.com/en-gb/guide/safari/welcome/mac> (Safari);  
and
- (e) <https://support.microsoft.com/en-gb/windows/microsoft-edge-browsing-data-and-privacy-bb8174ba-9d73-dcf2-9b4a-c582b4e640dd>  
(Edge).

6.2 Blocking all cookies will have a negative impact upon the usability of many websites.

6.3 If you block cookies, you will not be able to use all the features on our website.

### 7. Cookie preferences

7.1 You can manage your preferences relating to the use of cookies on our website by visiting: [www.io-tree.co.uk](http://www.io-tree.co.uk)

### 8. Our details

8.1 This website is owned and operated by *Smith Robotics Ltd*

8.2 We are registered in England and Wales under registration number 14423343, and our registered office is at Smith Robotics Ltd Building 173 Harwell Innovation Centre, Curie Avenue, Harwell Science & Innovation Campus, Didcot, Oxfordshire, England, OX11 0QG

8.3 Our principal place of business is at Smith Robotics Ltd Building 173 Harwell Innovation Centre, Curie Avenue, Harwell Science & Innovation Campus, Didcot, Oxfordshire, England, OX11 0QG.

8.4 You can contact us:

- (a) by post, to the postal address given above
- (b) using our website contact form
- (c) by email, using the email address published on our website