



## **Cookie Policy:**

### *What is a cookie?*

Cookies are small pieces of information, stored in simple text files, placed on your computer by a website. Cookies can be read by the website on your subsequent visits. The information stored in a cookie may relate to your browsing habits on the web page, or a unique identification number so that the website can “remember” you on your return visit. Generally speaking, cookies do not contain personal information from which you can be identified, unless you have furnished such information to the website.

### *How does Noraina use cookies?*

Noraina uses cookies to collect information about visitors’ use of the website, including things like connection speed, operating system details, the time and duration visits and IP addresses. The information collected by cookies enables Noraina to understand the use of its site, including the number of visitors it has, the pages viewed per session, time exposed to particular pages etc. This in turn helps to provide visitors with a better experience. Noraina will not attempt to personally identify individuals from their IP addresses.

Advertisements and promotional information are displayed on Noraina websites. These are presented to all users. Cookies may also be used to present specific marketing or advertising messages to you, using targeting cookies (see below for more information about targeting cookies)

Cookies do not in any way compromise the security of your computer. Visitors can use most of Noraina’s websites with no loss of functionality if cookies are disabled from the web browser.



*What types of cookies does Noraina use?*

Noraina uses the following cookie types:

Cookie Type: Functionality

These cookies allow Noraina websites to remember choices you make (such as your preferred language) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. Other examples include cookies that keep track of your progress when filling online application forms.

Cookie Type: Performance

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. Noraina uses first-party analytics cookies for this purpose.

Cookie Type: Targeting Cookies

Targeting cookies remember individual websites you have visited and help Noraina to present relevant and targeted online advertising to you. Targeting cookies may be placed on your machine when you visit a Noraina website page. When targeting cookies have been placed on your device, they can be recognised by subsequent websites you visit, and this allows those sites to present targeted Noraina and third party advertising to you. While targeting cookies can track your visits around different websites, the information collected is anonymous.



Users can set their browsers to accept or reject all, or certain, cookies. If you would like more information on how to manage cookies, please see the section below headed, 'How to manage and disable cookies'.

Please take note of the following information with regard to the Google third party cookies used on our website:

### Google Universal Analytics

#### *What is Google Analytics?*

Google Analytics is a web analytics service provided by Google, Inc. Google Analytics uses cookies in order to evaluate your use of Noraina's website. Browsers do not share cookies across domains.

#### *How Google Analytics Works?*

Google does not collect or store personal information. Google Analytics prohibits the tracking or collection of personal information or association of personal information with web analytics information. Google Analytics does not report the actual IP address information to Google Analytics customers.

#### *What Google Analytic Features are enabled by Noraina?*

The following Google Analytics Advertising features are enabled in respect of Noraina's use of Google Analytics:

User ID -This allows Noraina to associate multiple sessions (and any activity within those sessions) with a unique ID, in this case an ID derived from online interactions with Noraina. When the unique ID and any related engagement data is sent to Google Analytics, all activity is attributed to one anonymous user who is not personally identifiable in the reports.



With the unique ID, Noraina can get a more accurate user count, analyse the signed-in user experience, and get access to the new cross device reports.

In addition with a unique ID, Noraina can present more relevant Noraina and third party advertising to a user as the unique ID can indicate if an anonymous user is an existing user of Noraina's on line services without removing the anonymity of that user.

While Google Analytic cookies are targeting cookies which use a unique ID and can track your visits around different websites, the information collected is anonymous and you will not be personally identifiable to either Google or Noraina.

Demographics and interests reporting – Understand how Noraina's site audience breaks down by age, gender, and interests.

Google analytics data sharing settings enabled: Google products & services – Noraina shares Google Analytics data with Google to help improve Google's products and services

Benchmarking – Noraina contributes anonymous data to an aggregate data set to enable features like benchmarking and publications that can help Noraina understand data trends.

All identifiable information about Noraina website is removed and combined with other anonymous data before it is shared with others.

Technical support – Google technical support representatives have access to Noraina's Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Opt-out: Users may opt-out of Google Universal Analytics use of cookies by visiting the Google Universal Analytics opt-out page.

Storage Location: Google stores the information collected by the cookie on secure Google servers.



## Google Adwords

### *What is Google Adwords?*

Google Adwords is an advertising analytics service provided by Google, Inc.

### *How Google Adwords Works?*

Adwords uses temporary cookies that are stored on a user's computer for a limited period.

Only pages that a user has visited containing the Google conversion code are tracked.

Google do not collect or store personal information. Conversions are not isolated: This means that Google or Noraina cannot match conversion data to specific customers. Instead Google or Noraina can just see overall data for ads and keywords.

Opt out: There is no opt-out available for this third party cookie. If you do not wish for this third party cookie to be on your computer, please do not click on Google Ads.

Storage Location: Google stores the information collected by the cookie on secure Google servers.

## Google Adwords Remarketing

### *What is Google Adwords Remarketing?*

AdWords Remarketing is a Remarketing and Behavioural Targeting service provided by Google Inc.

### *How Google Adwords Remarketing works?*

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to Noraina's site. It means that Noraina advertises to previous visitors who haven't completed a task on a Noraina site, for example



not completing a product application. This could be in the form of an advertisement on a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to Noraina websites.

Google do not collect or store personal information.

Opt out: Users may opt-out of Adwords Remarketing use of cookies by visiting the Adwords Remarketing opt-out page.

Storage Location: Google stores the information collected by the cookie on secure Google servers.

### DoubleClick by Google

#### *What is DoubleClick?*

DoubleClick is an advertising

DoubleClick leverages a 64-bit persistent cookie tied to the doubleclick.net domain. The contents of the cookie consist exclusively of a single string of random characters.

DoubleClick cookies expire two years after they are placed on the web browser. Only pages that a user has visited containing the DoubleClick code are tracked. DoubleClick also uses Remarketing pixels – a pixel is a small, invisible piece of code that tells DoubleClick to save visitors' cookies to Noraina's websites on a list. Third-party vendors, including DoubleClick (owned by Google), then use the cookies to serve ads on sites across the internet based on someone's past visits to Noraina websites.

DoubleClick does not collect or store personal information.

Opt-out: Users may opt-out of Double Click cookies by visiting the Doubleclick opt-out page.



Storage Location: Google stores the information collected by the DoubleClick cookie on secure Google servers.

For more information go to [Privacy Policies](#) and [Privacy Ads](#).

### LinkedIn Analytics

#### *What is LinkedIn Analytics?*

LinkedIn Analytics is an advertising analytics service provided by LinkedIn Corporation..

Opt-out: Users may opt-out of LinkedIn cookies by visiting the [LinkedIn opt-out page](#).

Storage Location: LinkedIn stores the information collected by the LinkedIn cookie on secure LinkedIn servers.

For more information go to [Privacy Policies](#).

#### *How to manage and disable cookies?*

For more information about how to manage cookies, including opting-out of different types of cookies please visit: [www.aboutcookies.org](http://www.aboutcookies.org)

You can also find more information about how to opt-out of targeting cookies by visiting: [www.youronlinechoices.com](http://www.youronlinechoices.com)