

# PICUS SECURITY

## COOKIE POLICY

### 1. INTRODUCTION

Picus Security Inc. and its affiliates Picus Bilişim Güvenlik Tic. A.Ş. and Picus Security US, LLC (“Picus Security” or “Company”) collect personal data for different purposes via cookies through our websites [www.picussecurity.com](http://www.picussecurity.com) and [app.picussecurity.com](http://app.picussecurity.com) (“Websites”). This Policy has been specifically created to enlighten our Website visitors about what cookies are and how we use them. For further information about how we collect, store and use your information, please see our [Privacy Policy](#).

This policy is effective as of February 3, 2023. Please note that as we make changes to our Websites, we may use different cookies. This Policy will be updated in any such changes or if deemed necessary according to the applicable laws, regulatory requirements and the practices of our Company.

### 2. WHAT ARE COOKIES?

Cookies are text files placed on users' computers by websites visited by internet users. They often include unique identifiers, that are sent by web servers to web browsers and which may then be sent back to the server each time the browser requests a page from the server. Cookies can be used by web servers to identify and track users as they navigate different pages on a website and to identify users returning to a website.

They are widely used not only on our Website but also on almost all websites in order to effectively operate the websites for the preferences of the visitors and also to provide detailed information to the administrators of the relevant website.

### 3. WHY DO WE USE COOKIES?

Cookies do not contain any information that personally identifies you. Still, personal information that we store about you may be linked, by us, to the information stored in and obtained from cookies. We may use the information we obtain from your use of our cookies for the following main purposes:

- To recognize your computer when you visit our websites and remember your preferences,

- To facilitate and improve your experience of our websites
- To analyze the use of our website and improve its usability
- In the administration of our websites
- To conduct online behavioral advertising activities .

When you use our websites, you may also be sent third-party cookies. Our service providers may send you cookies. They may use the information they obtain from your use of their cookies for the following purposes:

- To track your browser across multiple websites
- Build a profile of your web surfing
- To target advertisements that may be of particular interest to you.

#### 4. TYPES OF COOKIES AND THEIR USE PURPOSES

Our Websites may place and access certain cookies on your web browser. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

Cookies, depending on whoever implements them, can be categorized as follows:

- First-party cookies:** These cookies are issued by our website and only used in our domain for the purpose of providing a better user experience.
- Third-party cookies:** These cookies are issued by third parties to provide services on our websites and they are placed from different domains.

We use third-party cookies and our cookies to show you personalized ads on websites. This is called "retargeting" and aims to base your clicks on the pages you browse on our website, the products you display, and the advertising space shown to you. We also use cookies as part of our online marketing campaigns to see how users interact with our website after online ads are shown, including those on third-party websites. You can delete these cookies from your browser at any time.

For more information on how these third-party companies collect and use information on our behalf, please refer to Table 1, which includes links to their privacy policies.

#### 5. COOKIES ON OUR WEBSITES

The categories of cookies we use in our websites includes:

**Necessary:** These cookies are necessary for the website to function and cannot be switched off in our systems.

**Analytics/Targeting:** These are non-essential cookies, which help to understand how visitors engage with the website. These cookies are mainly used to collect information and report site usage statistic without personally identifying individual visitors.

**Advertisement:** These cookies are used to make our ads more engaging and valuable to site visitors.

**Functionality:** These cookies are optional for the website to function. They are usually only set in response to information provided to the website to personalize and optimize your experience as well as remember your chat history.

When you visit our websites and/or login to our platform (app.picussecurity.com), we will send you cookies related to the following web analytics, targeting and advertisement services:

*Table 1: Advertisement, analytics and targeting cookies sent by our websites*

Service Provider	Website	Purpose	Type of cookie	Privacy Policies and related links
Google Analytics, Google Tag Manager	www.picussecurity.com, app.picussecurity.com	Analytics/ Targeting	First-party	<a href="#">Google Privacy Policy</a>
Hubspot	www.picussecurity.com	Analytics/ Targeting	First-party	<a href="#">Hubspot Privacy Policy, Cookies set in a visitor's browser by HubSpot</a>
Hotjar	www.picussecurity.com, app.picussecurity.com	Analytics/ Targeting	First-party	<a href="#">Hotjar Privacy Policy, Cookies set by the Hotjar Tracking Code</a>
Heap	app.picussecurity.com	Analytics/ Targeting	First-party	<a href="#">Heap Privacy Policy, Cookies set by Heap</a>
LinkedIn	www.picussecurity.com	Advertisement, Analytics/ Targeting	Third-party	<a href="#">LinkedIn Privacy Policy</a>
Poptin	www.picussecurity.com, app.picussecurity.com	Analytics/ Targeting	First-party	<a href="#">Poptin Privacy Policy</a>
New Relic	app.picussecurity.com	Analytics/ Targeting	Third-party	<a href="#">New Relic Privacy Policy</a>
Sentry	app.picussecurity.com	Analytics/ Targeting	Third-party	<a href="#">Sentry Privacy Policy</a>
Youtube	www.picussecurity.com	Advertisement	Third-party	<a href="#">Google Privacy Policy</a>
Google	www.picussecurity.com	Advertisement	Third-party	<a href="#">Google Privacy Policy</a>
Visitor Queue	www.picussecurity.com	Analytics/ Targeting	Third-party	Visitor Queue Privacy Policy

These cookies are not integral to the functioning of our site and your use and experience of our site will not be impaired by blocking or deleting them. However, certain features of our site may not function fully or as intended.

Our websites uses Google Analytics, an analysis service of Google Inc. ("Google"). On the other hand, Google Analytics uses "cookies," that is, text files that are saved on your computer and enable the use of the website to be analyzed. The information generated by cookies about the use of the website is transmitted to and stored on a Google server in the USA. Upon the instruction of the operator of this website, Google uses this information to prepare reports to evaluate your use and to provide related services. The IP address transmitted from your browser within the framework of Google Analytics is not combined with other data from Google. If you do not want these cookies to be stored, you can make settings accordingly in your browser. In addition, our website ([www.picusecurity.com](http://www.picusecurity.com)) may also use Google AdWords and double-click cookies for statistical purposes.

If you think we have missed a cookie, please let us know by sending an email at [security@picusecurity.com](mailto:security@picusecurity.com).

## **6. HOW TO CONTROL COOKIES**

When you visit our website, you will see a cookie consent banner, which gives you the right to opt-in or opt-out of the cookies. You can also opt-out of specific cookies as well. Please note that, blocking specific types of cookies may negatively impact your experience on the site and limit the services we are able to provide.

You can also change your browser settings so that existing cookies are removed and they are not placed on your device. However, when you delete or block cookies, you may not be able to use all functions and features on our websites completely.

As also mentioned above, our Website uses Google Analytics. If you want to ban Google Analytics tracking, you can install and activate the [plug-in provided by Google](#).

## **7. INFORMATION ON COOKIES**

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, you can visit the following websites: [All About Cookies](#), [About Cookies](#), [Your Choices Online](#) and [Cookie Database](#).

## **8. CONTACT**

If you have any questions about our use of cookies, please contact us at [security@picusecurity.com](mailto:security@picusecurity.com).