

Cookie Policy

Kong Digital Ltd (Kong) takes your privacy seriously. We use cookies on our websites to improve customer experience. By using this website (the "Site") you indicate that you accept Kong's use of cookies in the manner described in this policy.

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1.1 What are cookies?

A cookie is small piece of data (text file) sent from a website and stored on your computer or mobile device. Almost all websites use cookies and they have several different functions. The main purposes for cookies are to:

1. Allow the site to function correctly and to help keep it secure.
2. Make the site easier to use by remembering information that you've entered, to recognise you as a site user and to personalise your visit.
3. Collect basic information about the way you have used the site.

The cookies may allow Kong to record additional information on the webpages you have visited and the contents of those webpages, any information you input, your time of visit, how you arrived at the webpages and related session information, your requested page, web browser type, IP address, etc. This information will only be stored with your consent.

1.2 How do we use cookies?

Kong uses this information to better understand website usage so that we know what areas of our website users prefer and to improve your experience while you navigate through the website. This information is stored in log files and is used for statistical reporting.

1.3 Cookie classifications

Kong uses two classifications of cookies:

- Strictly Necessary Cookies, which are defined as cookies which are required to help keep data safe and are essential for the website to function properly. These cookies ensure basic functionalities and security features of the website. They allow you to move between different pages on our site. They also help to keep your details secure.
- Not Strictly Necessary Cookies, which are defined as cookies that help us improve the performance of our site. They tell us how pages are used, which ones are commonly viewed and help us piece together a full picture of a typical customer journey through the site. They also tell us if any errors occur.

There are five types of cookies on our website, which fall under the two classifications:

- i. Functional cookies
- ii. Performance cookies
- iii. Analytics cookies
- iv. Advertisement cookies
- v. Other cookies

1.4 Cookies that Kong use

We use:

- i. **Strictly necessary cookies** – A strictly necessary cookie is a cookie that is essential for you to browse the website and use its features, such as a session cookie which exists only while the user is reading and navigating the website. Session cookies enable users to carry out essential tasks on our site. Without session cookies, the site will not function correctly.
- ii. **Functional cookies** – A functional cookie helps to perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback and other third-party features.
- iii. **Performance cookies** – A performance cookie is used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for visitors.
- iv. **Analytics cookies** – An analytic cookie is used to understand how visitors interact with the website. These cookies help provide information and metrics on the number of visitors, bounce rates, traffic sources etc. Analytics cookies can include:
 1. **Persistent cookies** – A persistent cookie will outlast a user's session. This could be used to record a vital piece of information such as how the user initially came to this website, or to record details about the last browsing session on the site. For this reason, persistent cookies are also called tracking cookies.
 2. **Third party cookies** – Third party cookies are not related to or controlled by Kong. Third party cookies are used by our business partners, e.g., Google Analytics. Google Analytics tracking uses cookies to provide meaningful reports about site visitors. Kong monitors this information to gather data about repeat visitors to our site and their user experience. This helps us ensure that improvements are consistently made to our sites based on your experiences. Google reserve the rights to the data collected.
- v. **Advertisement cookies** – An advertisement cookie is used to provide visitors with relevant ads and marketing campaigns. These cookies track visitors across websites and collect information to provide customised ads.
- vi. **Other cookies** – Other uncategorised cookies are those that are being analysed and have not been classified into a category as yet.

This Site may link through to third party websites which may also use cookies over which Kong has no control. Kong recommends that you check the relevant third parties' privacy policies for information about any cookies that they may use.

1.5 Essential and non-essential cookies

COOKIE POLICY



Some cookies are essential in order for users to use the website. These are not stored in your computer or mobile device and they do not contain any personal data. You can delete these cookies, however the site may not function appropriately.

Here is a list of essential cookies:

Type	Description	Expiry
Session cookies	These assist with the onsite customer experience and alert Kong of any issues that customers might be experiencing. They expire when you terminate the browser session.	Once session has terminated
Cookie notice	Facilitates the displaying of the cookie policy prompt.	11 months
Cookie checkboxes	Facilitates the storing of user consent for cookies in the categories of Strictly Necessary, Functional, Performance, Analytics, Advertisement and Others.	11 months

Non-essential cookies are usually supplied by our business partners and help provide information relevant to you as well as for analytical purposes. Here is a list of non-essential cookies:

Type	Description	Expiry
Google Analytics cookies	Google Analytics is a simple, easy-to-use tool that helps website owners' measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners JavaScript tags (libraries) to record information about the page a user has seen e.g. the URL of a page. The Google Analytics JavaScript libraries use HTTP Cookies to remember what a user has done on a previous page(s) and interactions with the website. It gathers information on visitors to the website so the website owners can check how their site is performing - how many visitors, where did they come from, actions they take on the site etc.	2 years
IED cookie	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	2 years
YouTube cookies	YouTube cookies try to estimate the users' bandwidth on pages with integrated YouTube videos and stores the user's video player preferences using embedded YouTube video.	179 days
YouTube GPS cookies	Registers a unique ID on mobile devices to enable tracking based on geographical GPS	30 minutes



	location.	
Test cookie	Used to check if the user's browser supports cookies.	1 day

1.6 Changes to our cookie policy

Kong may amend this policy from time to time. The “date amended” appears at the bottom of this Cookie Policy and this date indicates when the Cookie Policy was last revised.

1.7 Other information

For more information on cookies and cookie legislation, please visit the following sites:

- www.allaboutcookies.org
- www.youronlinechoices.eu
- www.aboutcookies.org
- www.dataprotection.ie

Most web browsers give you some control over cookies through the browser settings. However, turning cookies off may interfere with your browsing experience.

For instructions on how to manage and disable cookies, see the privacy and help documentation of your specific browser’s website. If you use more devices and/or browsers you will need to disable cookies on each device and on each browser separately.

1.8 How to contact us

If you have any questions, requests or comments regarding this Cookie Policy, please contact:

Email:

Phone: +

Cookie Policy – Last updated: 18 May 2021