



## **Cookie Statement:**

This Cookie Statement (“**Statement**”) explains how Brightly Software, Inc. and its subsidiaries and affiliates (collectively “**Company**”) use cookies and similar technologies to recognize you when you visit our websites, including at [www.brightlysoftware.com](http://www.brightlysoftware.com), [www.assetic.com](http://www.assetic.com), and [www.confirm.solutions](http://www.confirm.solutions) (“**Sites**”). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

We may update this Statement from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please revisit this Statement regularly to stay informed about our use of cookies and related technologies.

### **What are cookies?**

Cookies are small data files that are placed on your computer or mobile device when you visit a specific website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner are called “first party cookies”. Cookies set by parties other than the website owner are called “third party cookies”. Third-party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

### **Why do we use cookies?**

We and our third-party partners use first-party and third-party cookies for different reasons, including to see which areas and features are popular and to count visits to our Sites. Some cookies are required for technical reasons in order for our Sites to operate, and we refer to these as “essential cookies” or “strictly necessary cookies”. Other cookies enable us to track and target the interests of our users to enhance the experience on our Sites. Third parties serve cookies through our Sites for advertising, analytics, improving user experience, and other purposes. This is described in more detail below.

The specific types of first and third-party cookies served through our Sites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Site you visit):

<b>Cookie Type and Description</b>	<b>Examples of cookies served *</b>	<b>How can I refuse the listed cookie?</b>
Strictly Necessary Cookies / Essential Cookies: These cookies are strictly necessary to provide you with services available through our Sites and to use some of its features, such as access to secure areas.	Company and its Affiliates Subprocessors	Because these cookies are strictly necessary to deliver the services available through the Sites, you cannot refuse them.



Cookie Type and Description	Examples of cookies served *	How can I refuse the listed cookie?
<p>Performance Cookies: These cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our Site. All information these cookies collect is aggregated and is therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site and will not be able to monitor its performance.</p>	<p>Pendo</p>	<p>To refuse these cookies, follow the instructions below under <b><i>How can I control cookies?</i></b></p>
<p>Functional Cookies: These cookies enable the Sites to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.</p>	<p>Google Marketo</p>	<p>To refuse these cookies, follow the instructions below under <b><i>How can I control cookies?</i></b></p>
<p>Targeting Cookies: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p>	<p>LinkedIn Twitter Instagram Facebook Google</p>	<p>To refuse these cookies, follow the instructions below under <b><i>How can I control cookies?</i></b></p>

*\*this is not an exhaustive list of examples.*



### **How are other tracking technologies, like web beacons and device fingerprinting, used?**

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”) or via the use of JavaScript (placed within the code of our Sites). Web beacons are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Sites or opened an email that we have sent them. JavaScript is short code built into our Sites and these scripts activate when you request an HTML page with JavaScript in it. The script is sent to the browser and serves a similar purpose to a Web Beacon as, if the script is initiated, it allows us to infer you have either opened or done something on a particular page.

These technologies allow us, for example, to monitor the traffic patterns of users from one page within our Sites to another, count visits, to deliver or communicate with cookies, to understand whether you have come to our Sites from an online advertisement displayed on a third-party website, to improve Site performance, monitor Site navigation patterns and feature usage, and understand email reads and marketing campaign effectiveness. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning. We may also use “device fingerprinting” or “browser fingerprinting”. This is technology used to identify particular machines or browsers in order to detect and prevent fraud and for information and network security. Declining cookies may not affect device or browser fingerprinting.

### **Do you serve targeted advertising?**

Third parties may serve cookies on your computer or mobile device to serve advertising through our Sites and/or other websites. These companies may use information about your visits to our Sites and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by using cookies or web beacons to collect information about your visits to our Sites and other websites in order to provide relevant advertisements about goods and services of potential interest to you.

### **How can I control cookies?**

You can control cookies by changing the website browser settings on your computer. If you choose to reject cookies, you may still use our website, though your access to some functionality and areas of our website may be restricted. The means by which you can refuse cookies through your web browser controls vary from browser-to-browser, therefore you should visit your browser’s help menu for more information. We interpret the use of a “Do Not Track” signal as an objection to the placement of Targeting cookies, however, this may not work for all Do Not Track signals as there is no standardization at this time.

### **Where can I get further information?**

If you have any questions about our use of cookies or other technologies, please email us at [privacy@brightlysoftware.com](mailto:privacy@brightlysoftware.com).