

Privacy Policy

Last updated – 11 August 2025

Nous Group Pty Ltd ABN 66 086 210 344 and its related bodies corporate (**Nous**), including Nous Data Insights Group Pty Ltd ABN 15 613 111 443 and its related bodies corporate (**Nous Data Insights**), (Nous and Nous Data Insights together referred to as **Nous Group, we, us or our**) respect your right to privacy and are committed to safeguarding the privacy of individuals, including our suppliers, customers and website visitors, and to the protection of personal information that relates to them in accordance with the laws of the jurisdictions in question, including, as applicable:

- **Australia:** Australian Privacy Principles (**APPs**) as set out in the *Privacy Act 1988* (Cth) (**AU Privacy Act**);
- **Canada:** the Personal Information Protection and Electronic Documents Act (**PIPEDA**), or any substantially similar law of a Province (collectively, **Canadian Privacy Law**);
- **European Union:** the “Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016”, known as the EU General Data Protection Regulation (**GDPR**);
- **New Zealand:** New Zealand Information Privacy Principles (**NZIPPs**) set out in the Privacy Act 2020 (New Zealand) (**NZ Privacy Act**); and
- **United Kingdom:** the GDPR as it forms part of UK law (**UK GDPR**).

“**Privacy Law**” in this Privacy Policy means all applicable privacy laws, regulations and codes relating to privacy and personal information and includes, but is not limited to, the AU Privacy Act, the Canadian Privacy Law, the GDPR, the NZ Privacy Act, and/or the UK GDPR.

Where relevant laws apply to the way we handle the Personal Information (as defined below) we will comply with our obligations.

Depending on how we obtain and process the Personal Information, we may be either a data processor or a data controller. In each case, we will identify this to you.

This Privacy Policy describes the way we collect, use, and disclose Personal Information that is covered by the applicable Privacy Law. It is not intended to cover categories of information that are not covered by the applicable Privacy Law. If you wish to make any inquiries regarding this Privacy Policy, you should contact us in any of the ways specified in clause 12.

References in this Privacy Policy to “**you**” are references to you as an individual and/or as a company, organisation or trust as and if applicable under the relevant Privacy Law.

We may, from time to time, review and update this Privacy Policy including to consider new laws, regulations and technology. All personal information held by us will be governed by our most recent Privacy Policy, posted on our website: for Nous (www.nousgroup.com) and for Nous Data Insights (www.nousdatainsights.com) (**Website**).

Our most recent Privacy Policy will apply to our collection, use and disclosure of Personal Information. At any time, you may withdraw consent to the continued use of your Personal Information, subject to legal and contractual restrictions.

1. What is considered Personal Information?

“**Personal Information**” is information or an opinion by or about an identified individual, or an individual who is reasonably identifiable, whether the information is true or not, and whether recorded in a material form or not. Personal Information does not include information that is aggregated or anonymized.

“Sensitive Information”, depending on the applicable Privacy Law, would include Personal Information about an individual of a more sensitive nature, such as health information, genetic information, biometric information or templates, or personal information that is also information or an opinion about an individual’s race or ethnicity, their religious, political or philosophical beliefs, opinions or affiliations, their sexual orientation or criminal record.

2. Why we collect your Personal information

2.1 Why do we collect your Personal Information?

We collect Personal Information from clients and customers, employees, contractors, survey participants and other individuals that is reasonably necessary for one or more of our functions or activities, including: to deliver management consultancy services to our clients (in some cases with support from third party providers), to provide insights into the industries in which we work, and to conduct our other business functions; to market and sell our products and services; to improve our products, our marketing and to better understand your needs, to provide you with information and updates, to make you aware of new and additional services and opportunities available to you; and to conduct employee related activities. We will only collect Personal Information that is adequate, relevant and limited to what is necessary for the purposes set out in this Privacy Policy and any associated Privacy Notices referred to in this Privacy Policy.

2.2 How we contact you and how you may deal with us

Nous Group may contact you using a variety of means including, but not limited to telephone, email, SMS and post.

You have the option to deal with us anonymously or by using a pseudonym. However, you acknowledge that where this is impractical or where the law or a court order provides otherwise, we are not required to provide these options to you.

If you choose not to provide your Personal Information to us, we may not be able to undertake certain activities for you (such as providing you with requested information, products or services, or including the information you provide to us in the course of our delivery of recommendations on a consultancy project to a client).

3. Collection of Personal Information

3.1 When and how do we collect your information?

We may collect and hold Personal Information about you such as your name, gender, date of birth, contact details (including your address, phone numbers and emails, whether personal or for work), employment information, credit card details, and in some cases, information related to your education, health and use of social services.

We collect Personal Information directly from you in the following circumstances: in the course of delivering a project, when we consult with you directly or in a workshop, when you complete a survey, or when you correspond with us; when we otherwise supply you with services; when you request information about us or our products or services, provide feedback, change your content or email preferences, enter into an agreement or contract with us, fill in a form or a request for services, fill in a form on our Website, attend an event, become an employee of Nous Group, or otherwise contact us by telephone, facsimile, email, post or in person. In such circumstances, we may provide you with an additional Privacy Notice, which is supplemental to this Privacy Policy.

In addition, we may collect Personal Information from you or your employer (or, if you are a contractor, the organisation with whom you are contracting) in order to set you up on our systems.

If the GDPR or UK GDPR apply, we are required to have a legal basis for collecting and using your Personal Information. We rely on one or more of the following legal bases:

- we have legal and regulatory obligations that we must discharge;
- we may need to in order to establish, exercise or defend our legal rights or for the purpose of legal proceedings;
- the use of your Personal Information as described is necessary for our legitimate business interests (or the legitimate interests of one or more of our related bodies corporate), such as:
 - management consulting services; or
 - research into any market we operate in or are seeking to operate in, including, but not limited to education, health, defence, leadership, and public policy; or
- you have given your express consent to us, as further detailed below.

If the GDPR or UK GDPR applies to how we collect, use or disclose your Personal Information (including Sensitive Information), where required by applicable Privacy Law, we will request that you provide us with your consent to collect, use or disclose your Personal Information. You may withdraw your consent any time in the same way you gave consent or by contacting us in any of the ways set out in clause 12.

Where required by the applicable Privacy Law, we will seek your consent to the processing of your Personal Information for specific purposes or your explicit consent when processing Sensitive Information (if applicable).

If you provide Personal Information about other individuals to us, you must ensure that you have informed those individuals that you are providing their Personal Information to us, that you have obtained their consent or have another legal basis to process their Personal Information, and advised them of our Privacy Policy.

Where your Personal Information is provided to us by your employer or contracting organisation, they (as data controller) will determine the purposes and means through which your personal information will be processed. In those situations, the employer / contracting organisation relies on the pursuit of its legitimate interests as its legal basis for the processing of your personal information.

3.2 Do we collect information about you in other ways?

We may also collect Personal Information about you, such as names and email addresses, via third parties including from our clients, suppliers, through events or online marketing.

We may also process your Personal Information in performance of our contractual obligations when we receive it from a third party with whom you have entered a contract or at your request.

In some circumstances we may receive Personal Information that we have not requested. If this occurs, we will comply with our obligations under applicable Privacy Law. You acknowledge that we may de-identify and/or destroy this information unless we are required to keep it by law.

4. Information collected via our Website

4.1 Website terms of use

This Privacy Policy governs how we use, collect or disclose Personal Information provided on our Website. By using the Website you agree to the terms and conditions contained in this Privacy Policy.

We will not collect any Personal Information about users of our Website except when they knowingly provide it.

4.2 Click Stream Data

When you visit and browse our Website, our Website host may collect Personal Information for statistical, reporting and maintenance purposes. Subject to clause 6.2, the Personal Information collected by our Website host will not be used to identify you. The information may include: the number of users visiting our Website and the number of pages viewed; the date, time and duration of a visit; the IP address of your computer; the path taken through our Website; or the browser type, operating system or website visited immediately before coming to our Website.

Our Website host uses this information to administer and improve the performance of our Website, including to assist with the diagnosis of and to provide support for any issues with our Website or services. This information is used in an aggregated manner to analyse how people use our Website, so that we can improve our service.

4.3 Cookies

Cookies are small text files that are transferred to a user's computer hard drive by a website for the purpose of storing information about a user's identity, browser type or website visiting patterns.

If you access our Website, a cookie is downloaded onto your computer's hard drive when you first log on to our Website. We may use cookies to allow us to personalise your browsing on our Website. Most web browsers automatically accept cookies, but you can choose to reject cookies by changing your browser settings. However, this may prevent you from taking full advantage of our Website. Our Website may from time to time use cookies to analyse website traffic and help us provide a better website visitor experience.

Please refer to our Cookie Policy below, which explains how Nous Group uses cookies to recognise when you visit our Website.

4.4 Web Beacons

Web beacons are images that originate from a third-party site to track visitor activities. We may use web beacons to collect aggregate data and provide this information to our Website host to administer and improve the performance of our Website.

4.5 Links to external websites

If you follow any links to third party external websites from our Website, the Privacy Policy will not apply to those websites which may have their own policies relating to privacy and data collection and website usage. Links to third party websites do not constitute sponsorship or endorsement or approval of these websites. If you choose to access any linked website or to provide any Personal Information on such websites you should review their policies and terms of use to learn more about how they may use your Personal Information. We are not responsible for and will not be liable for the operations or policies of any third-party external website.

5. How we use Personal Information?

5.1 How we use the Personal Information we collect about you?

We use the Personal Information we collect about you for our business functions and activities, which may include the following:

- (a) to provide you with information or services you have requested;
- (b) to promote and market our services to you;
- (c) to personalise and customise your experiences on our Website;
- (d) to deliver our consulting services to our clients;
- (e) to provide you with ongoing information about us and our activities;
- (f) to use and disclose aggregated or de-identified information for the purposes of data analysis, research and reporting;

- (g) to comply with regulatory or other legal requirements;
- (h) to protect the copyright, trademarks, legal rights, property or safety of Nous Group, its customers or third parties;
- (i) for purposes related to the recruitment and employment of our personnel and providing internal services to our staff; and
- (j) for any other use required or permitted by law or any other purpose communicated to you at the time that the Personal Information was collected or for which you subsequently provided your consent.

We may, if permitted by the applicable law, use your Personal Information for a secondary purpose if that secondary purpose is related to the purposes listed in this clause 5.1, if we have your consent or if otherwise provided for under applicable Privacy Law. In some jurisdictions, you may have the right to opt-out of use of your Personal Information for secondary purposes.

Generally, we will only collect and use your Personal Information in accordance with this Privacy Policy. If we collect or use Personal Information in ways other than as stated in this Privacy Policy, we will ensure that we do so in accordance with applicable Privacy Law.

5.2 Direct marketing

Depending on the applicable Privacy Law, we may use your Personal Information to provide you with direct marketing materials if you consent to receive direct marketing materials, or as may be permitted by the law in your jurisdiction, if we have an existing relationship with you or if you would reasonably expect us to send you direct marketing materials.

If required, we will seek your consent to provide you with direct marketing materials if we have obtained your Personal Information from a third party. Direct marketing material may include promotional material about us or the products or services we offer.

We may use your Personal Information to send you direct marketing materials from any Nous Group entity located in Australia, the United Kingdom or Canada. If your consent is required for the purpose of direct marketing, we will only use your Personal Information for that purpose for up to 2 years from the date you last provided (or were last deemed to have provided) such consent.

You may opt out of receiving direct marketing material by clicking the unsubscribe facility in the direct marketing materials or by contacting us in any of the ways specified in the direct marketing materials or as set out in clause 12. We may continue to send you non-promotional communications, such as service-related emails and billing information.

5.3 Employee records

Employee records may not be subject to Privacy Laws in the applicable jurisdictions. As such this Privacy Policy may not apply to the handling of employee related information. Please contact us directly for information about our employee information handling practices.

6. When do we disclose Personal Information?

6.1 Who do we disclose your Personal Information to?

Depending on the applicable Privacy Law and the nature of your relationship with us, we may disclose your Personal Information to our shareholders, officers and employees, other businesses within our group of companies, service providers who assist us in our business operations and recruitment activities (including third party service providers based overseas), government agencies, other third parties, (including parties that we engage to provide you with services on our behalf or who are connected with or involved in our relationship with you), or otherwise as required by law.

If there is an actual or prospective change of control in our business or a sale or transfer of business assets, we reserve the right to transfer to the extent permissible at law our user databases, together with any Personal Information and non-personal information contained in those databases. This information may be disclosed to a potential purchaser under an agreement to maintain confidentiality.

6.2 Service providers

We may also disclose your Personal Information to our service providers in certain limited circumstances, for example when our Website experiences a technical problem or to ensure that it operates in an effective and secure manner.

Personal Information is only disclosed to a third party when it is required for the delivery of our services. To the extent that we do share your Personal Information with a service provider, we would only do so if that party has agreed to a confidentiality regime in relation to their services and access to your Personal Information.

We may also share non-personal, de-identified and aggregated information for research or promotional purposes in connection with providing requested information or services to you, or for the purpose of improving our services. We will not sell your Personal Information to third parties for their own purposes, including for marketing purposes.

Unless otherwise specified in this Privacy Policy, we will not disclose any of your Personal Information to any other organisation unless the disclosure is required by law, is otherwise permitted by the applicable Privacy Law, or is with your consent.

7. Data sharing, storage and backup

We will share your personal information with third parties where required by law or where it is necessary to fulfil our contractual obligations. This may involve the sharing of some of your personal information with other service providers who act as sub-data processors.

Nous Group has offices in Australia, United Kingdom and Canada. We may also share some personal information between our related companies - for example, in the course of organising events pursuant to the delivery of our services, or for the provision of technical support.

If we need to share any of your personal information, we will only share your personal information with third parties on the basis that such sharing complies with the applicable privacy laws and your information will be subject to appropriate safeguards, securely stored and handled in accordance with our data security standards. We will not process or share any information of yours which is prohibited from processing or sharing under Article 9 of the GDPR or UK GDPR.

We backup data periodically to internal secure backup systems and daily to offsite secure backup systems. The offsite processing and backup systems are located in secure facilities with restricted access. With the exception of our technical support tools, the data and backups are held within the relevant region:

- For Nous, while we endeavor to use applications that are hosted in the same region as where the data was collected from, your personal information may be transferred and processed in other countries. If this occurs, we will ensure that suitable safeguards are in place to protect your personal information.
- For Nous Data Insights:
 - a. Australia and New Zealand: personal information will be held in Australia.
 - b. Canada and Mexico: personal information will be held in Canada.
 - c. Ireland and United Kingdom: personal information will be held in the United Kingdom

8. Overseas disclosure and individuals based in Europe

8.1 Disclosure of your Personal Information overseas

Your Personal Information may be disclosed outside of your home country to an entity in a foreign country, including entities in which we have an ownership interest or to third party service providers (**Overseas Entities**). The country in which these Overseas Entities are located/likely to be located include the United Kingdom, Australia and Canada, where we have offices.

It is possible that the Overseas Entities may be subject to foreign laws that do not provide the same level of protection of information as in your home country or that provide a greater level of protection than in your home country. We take reasonable steps to ensure that these Overseas Entities do not breach the applicable Privacy Law and that they are obliged to protect the privacy and security of your Personal Information and use it only for the purpose for which it is disclosed.

8.2 Personal Information to which the GDPR or UK GDPR applies

If the GDPR or UK GDPR applies to how the Personal Information is transferred to us, how we deal with that Personal Information and how we may transfer that Personal Information to third countries will be subject to the requirements of the GDPR or UK GDPR.

Where we transfer your Personal Information outside the European Economic Area (**EEA**) or UK, we will ensure that it is protected in a manner that is consistent with how your Personal Information will be protected by us in the EEA or the UK. This can be done in a number of ways, for instance:

- the country that we send the data to might be approved by the European Commission or the UK Government; or
- the recipient might have signed up to a contract based on “model contractual clauses” approved by the European Commission or equivalent clauses approved by the UK Government, obliging them to protect your personal data.

In other circumstances the law may permit us to otherwise transfer your Personal Information outside the EEA or the UK. In all cases, however, we will ensure that any transfer of your Personal Information is compliant with applicable data protection laws.

You can obtain more details of the protection given to your Personal Information when it is transferred outside the EEA or the UK (including a copy of the standard data protection clauses which we have entered with recipients of your Personal Information) by contacting us in accordance with clause 12 below.

9. Storage and data security

Nous Group is committed to ensuring that the information you provide to us is secure. To prevent unauthorised access to or disclosure of Personal Information, we have taken steps to put in place suitable physical, electronic and managerial procedures designed to safeguard and secure Personal Information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

We aim to keep your Personal Information secure and up to date. We will comply with our obligations under applicable Privacy Law in relation to any Personal Information that we handle, including information which is held on our computer systems.

Personal Information that is held by us in hard copy is stored securely and is only disclosed or used for the purposes described in this Privacy Policy.

The Notifiable Data Breaches Scheme (NDB scheme) in Part IIIC of the AU Privacy Act sets out obligations for notifying affected individuals, and the Australian Information Commissioner, about an “eligible data breach” (as defined in the AU Privacy Act) which is likely to result in serious harm.

To the extent required by law, where a data or privacy breach occurs and serious harm to affected individuals has occurred or is likely, we will notify those individuals and the relevant supervisory authority in accordance with our obligations under applicable Privacy Law.

If the GDPR or the UK GDPR applies, you may have additional rights under the GDPR relating to security and protection of data, notification of "personal data breaches" (as defined in the GDPR and UK GDPR), and a right to compensation for damage arising from a personal data breach. If the GDPR or UK GDPR applies we will comply with our legal obligations.

If you reside in Canada, Canadian Privacy Law may also require us to notify affected individuals and privacy regulators with respect to breaches of security safeguards that give rise to a real risk of significant harm to an individual.

You may contact our Privacy Officer via the contact details below should you require additional information.

10. How long will we keep your Personal Information?

We will only retain your Personal Information for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Information for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for Personal Information, we consider the amount, nature and sensitivity of the Personal Information, the potential risk of harm from unauthorised use or disclosure of your Personal Information, the purposes for which we process your Personal Information and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Where we no longer need to keep your Personal Information in accordance with this clause 10, we will take steps required by the applicable Privacy Law to destroy or permanently de-identify your Personal Information.

If you wish to have your Personal Information destroyed or de-identified, please let us know and we will take steps required by the applicable Privacy Law to do so (unless we need to keep it for legal, auditing or internal risk management reasons, or as otherwise required or permitted by law).

11. Accessing, updating and correcting your Personal Information

We will take reasonable steps to ensure that the Personal Information that we hold is accurate, up-to-date and complete. You can request a correction of, or update to your Personal Information at any time by contacting us in any of the ways specified in clause 12. We welcome any changes to your Personal Information to keep our records up to date.

You are entitled to request access to Personal Information that we hold about you. If you request access to your Personal Information, we will grant your request to the extent required or permitted by applicable Privacy Law. If we refuse your request to access your Personal Information, to the extent required under applicable Privacy Law, we will provide you with written reasons for the refusal.

If the GDPR or UK GDPR applies, and where we are a data controller, you have the right (by law) under certain circumstances to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information if there is something about your particular situation which makes you want to object to us processing your personal information on the grounds of legitimate interests.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If we are the data processor of your personal information, the above requests must be made to the data controller of this information. However, if you make these requests to us (as the data processor), we will forward these requests to the data controller, who will assess your request and respond to you directly.

Any queries in relation to your rights should be directed to our Privacy Officer in writing by email to privacy@nousgroup.com (for Nous) or privacy@nousdatainsights.com (for Nous Data Insights).

You also have the right to lodge a complaint with a supervisory authority.

If you are a resident of Canada, you may have similar additional rights under Canadian Privacy Law, including in relation to the right to access your Personal Information, to request correction of your Personal Information and to withdraw your consent to the continued use of your Personal Information (including retention), subject to statutory restrictions. If Canadian Privacy Law applies we will comply with our obligations in relation to the exercise of your rights under such law.

To exercise any of your rights in relation to Personal Information, including making a request for access, please contact us in any of the ways specified in clause 12. We are entitled to charge you a fee to comply with your request for information, however, if the GDPR or UK GDPR applies, we will not charge you for information we provide to you unless we are entitled to do so in accordance with GDPR or UK GDPR Article 12(5).

12. How to contact us, find out more information or make a complaint

If you feel that your privacy has not been respected or that we have conducted ourselves inconsistently with this Privacy Policy, or applicable Privacy Law in respect of your Personal Information, or for any other queries, problems, complaints or communication in relation to this Privacy Policy, please contact us in any of the following ways:

Attention Privacy Officers:

For Nous:

- **Australia:** Veronica Hall and Warrick Louey
- **Canada:** Emma Kenyon
- **UK:** Nic Dillon

For Nous Data Insights:

- **Australia:** Sarah Connelly
- **Canada:** Haseeb Kamal

- **UK:** Phil Copestake

Post: Level 23, 697 Collins Street, Docklands, Victoria, 3008, Australia

Email: For Nous (privacy@nousgroup.com) and for Nous Data Insights (privacy@nousdatainsights.com)

When contacting us please provide as much detail as possible in relation to your query, problem or complaint. We take all complaints seriously and will respond to your complaint in accordance with any applicable timeframes imposed by law and otherwise within a reasonable period. We request that you cooperate with us during this process and provide us with any relevant information that we may need.

Cookie Policy

This Cookie Policy explains how Nous Group Pty Ltd Australia (ABN 66 086 210 344) and its related bodies corporate (**Nous**), including Nous Data Insights Group Pty Ltd (ABN 15 613 111 443) and its related bodies corporate (**Nous Data Insights**), (Nous and Nous Data Insights together referred to as **Nous Group, we, us** or **our**) uses cookies to recognise when you visit our websites (for Nous - <https://nousgroup.com>) (for Nous Data Insights – <https://nousdatainsights.com>). In some instances, we collect information so that we may improve the use of our websites and enhance your experience.

What are cookies?

Cookies are small text files saved on your mobile device, computer, tablet, or other device when you visit a website. Cookies are widely used to ensure websites work and function efficiently. Cookies also allow websites to recognise a user's device and store information about the user's preferences or past actions.

The tables below provide an overview of the cookies used on our websites, including details of the provider, their source, duration, and the reason for their use.

Strictly necessary cookies

Strictly necessary cookies are essential to enable you to browse our website and use its features. These cookies keep your information secure while you use our website. We are not required to ask permission to use them.

Name	Description	Provider	Expiry
CraftSessionId	Craft relies on PHP sessions to maintain sessions across web requests. That is done via the PHP session cookie. Craft names that cookie "CraftSessionId" by default, but it can be renamed via the phpSessionId config setting. This cookie will expire as soon as the session expires.	This site	Expires at the end of session
*_identity	When you log into the Control Panel, you will get an authentication cookie used to maintain your authenticated state. The cookie name is prefixed with a long, randomly generated string, followed by _identity. The cookie only stores information necessary to maintain a secure, authenticated session and will only exist for as long as the user is authenticated in Craft.	This site	Persistent

*_username	If you check the "Keep me logged in" option during login, this cookie is used to remember the username for your next authentication.	This site	Persistent
CRAFT_CSRF_TOKEN	Protects us and you as a user against Cross-Site Request Forgery attacks.	This site	Expires at the end of session

Analytics cookies (optional)

With your permission, we use the following analytics cookies to collect data about how you use our website. This information helps us to improve our service.

Functional cookies (optional)

Name	Description	Provider	Expiry
_gid	Used to distinguish users.	Google	24 hours
_ga	Distinguishes users on a domain	Google	2 years
_gat	Limits the number of user requests	Google	1 minute
visitor_id<accountid>	The visitor cookie includes a unique visitor ID to distinguish visitors.	Salesforce	1 year
pi_opt_in<accountid>	This cookie tracks whether or not a visitor has opted in to tracking or not.	Salesforce	1 year
visitor_id<accountid>-hash	This cookie is a security measure to make sure that a malicious user can't fake a visitor and access corresponding prospect information.	Salesforce	1 year
lpv<accountid>	This LPV cookie is set to keep us from tracking multiple page views on a single asset over a 30-minute session.	Salesforce	1 year
pardot	The cookie denotes an active session and isn't used for tracking.	Salesforce	1 year

bcookie	Used for tracking the use of embedded services.	LinkedIn	2 years
lang	Used to remember your selected language preference during your time on the site. Expires at the end of your session.	LinkedIn	Expires at the end of session
Click	Used to collect information about how visitors use our website, such as the number of visitors, where visitors have come from, and the pages visited in an anonymous form.	Microsoft Clarity	13 months
_clsk	Used to store and combine statistical data about how a visitor uses our website in a single session recording so we understand the visitor's entire journey for the visit.	Microsoft Clarity	1 day
CLID	Used to store information about how visitors interact with our website. The cookie contributes to an analysis report. The data collection includes the number of visitors, where they visit our website from, and the pages visited on our websites.	Microsoft Clarity	13 months

With your permission, these cookies allow our website to remember your browsing choices and preferences.

Name	Description	Provider	Expiry
userRegion	Stores what country the current user is located in. This is to display content specific for that country.	This site	Persistent
selectedRegion	Stores what country the current user has selected from the navigation dropdown option. This is to display content specific for that country.	This site	Persistent

Advertising cookies (optional)

With your permission, these cookies are used to track users' browsing behaviour and interests. They are used by advertisers to deliver personalised ads and measure the effectiveness of advertising campaigns.

Name	Description	Provider	Expiry
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lidc	Used for tracking the use of embedded services.	LinkedIn	24 hours
UserMatchHistory	Used to identity you as a new or returning visitor	LinkedIn	1 month
BizoID	Used to create a temporary identifier.	LinkedIn	1 month

Previous Privacy Policy

- [Privacy Policy: May 2024 - May 2025](#)