Cookie Policy for Invitrocue

This is the Cookie Policy for Invitrocue, accessible from www.invitrocue.com

What Are Cookies

Cookies are tiny files that is placed onto your computer or other device and is used to identify the user or device to enhance your user experience. This page describes what information we gather, how we use it and why we need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the site's functionality.

How We Use Cookies

We collect and use the following information to provide, improve, protect, and promote our website.

The types of cookies we use and why we use them, include but are not limited to the following:

- **Strictly necessary cookies** - These are cookies that are required for the operation of the website, and include, for example, cookies that enable you to log into secure areas of the website

- **Analytical/performance cookies** - These cookies allow us to recognise and count the number of visitors and to see how visitors move around and use our website. These cookies are used for web enhancement and optimisation purposes and to aggregate statistics on how our visitors reach and browse our websites. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily and to help us understand what interests our users, and measure how effective our advertising is

- **Functionality cookies** - These are used to recognise you when you return to the website. This enables us to personalise our content for you, tailor the website for your needs and remember your preferences, for example, your choice of language or region, browsing font size

Disabling Cookies

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Please be aware that disabling all cookies (including essential cookies) will affect the functionality and feature of this and many other websites that you visit. Therefore, it is recommended that you do not disable cookies.

Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case, they are used to provide a service that you use.

The Cookies We Set

Site preferences cookies

We use preference cookies which enable our website to remember information that changes the way how the website behaves or looks, like your preferred language or the region that you are in.

Third Party Cookies

We also use cookies provided by trusted third parties that help us analyse and understand how you use this website, to store user preferences and provide them with content and advertisements that are relevant to you. The following section details which third party cookies you might encounter through this site.

Google Analytics
We use functions of the web analytics service Google Analytics. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Google Analytics uses cookies to measure user-interactions on websites. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

Google Analytics cookies are stored based on Art. 6 para. 1 lit. f DSGVO/ General Data Protection Regulation (GDPR). The website operator has a legitimate interest in analysing user behaviour to optimize both its website and its advertising.

Google reCAPTCHA
We use "Google reCAPTCHA" (hereafter "reCAPTCHA") on our websites. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google").

With reCAPTCHA, it checked whether the data entry on our websites (e.g., in a contact form) is done by a human or by an automated program. For this, reCAPTCHA analyses the behaviour of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g., IP address, time spent by the website visitor on the website or mouse movements made by the user). The data collected during the analysis will be forwarded to Google.

The reCAPTCHA analyses are completely in the background. Site visitors are usually not advised that an analysis is taking place.

The data processing is based on Art. 6 para. 1 lit. f DSGVO/ General Data Protection Regulation (GDPR). The Web site operator has a legitimate interest in protecting its web sites from abusive automated spying and SPAM.

For more information about Google reCAPTCHA and Google's privacy policy, please visit the following links:
https://www.google.com/intl/en/policies/privacy/
and
https://www.google.com/recaptcha/intro/android.html

More Information

Hopefully that has clarified things for you and as was previously mentioned if there is something that you aren't sure whether you need or not it's usually safer to leave cookies enabled in case it does interact with one of the features you use on our site.

However, if you are still looking for more information, you can contact us through one of our preferred contact methods:

Email: contact@invitrocue.com

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