

Analytics and Third Parties

Last updated August 24, 2021

This analytics and third party policy (the “Analytics Policy”) outlines: 1) how and why Bluespacelabs Inc. (“we”, “our” or “us”) use analytics tools like cookies on our website and in our promotional electronic communications; 2) what third party tools we leverage and in what context.

Should you have any questions about how we use cookies and web beacons or how we use analytics tools, do not hesitate to contact us (info@bluespacelabs.com)

What are cookies and web beacons?

Cookies are text files that are downloaded locally on your device when you visit a website. Cookies then allow the website provider to identify this device upon subsequent visits. This can be used to recall past preferences or choices. Cookies are either first-party cookies (i.e. the website owner creates and manages the cookie) or third-party cookies (i.e. the website owner uses a third-party service leveraging cookies). Web beacons (or pixel tags) are a subset of third-party cookies. Web beacons are small, often clear) images placed on a website or email to monitor and analyze how a user interacts with content.

What other kinds of tools do we use?

We leverage third-party analytics tools such as Google Analytics. These tools enable monitoring and analysis of data related to our website and content. Similarly, to cookies, these can also be leveraged on a device or individual basis to recall and collate preferences and historical data. Our use of these tools does not require leveraging your personal information. In fact, in most cases, the tools we use only share back anonymized or aggregated information with us or non-personal information (like a truncated IP address). Please refer to the links below to better understand the functionalities of each tool.

Why do we use cookies and other third-party tools?

Our use of cookies and third-party tools described in this Analytics Policy is necessary to:

- To adjust and deliver the website and content delivered to your device (including by remembering personalization’s and preferences to improve your experience);
- To serve content through third-party services;
- To build and improve our websites and content by understanding how people interact with these properties;
- To understand if and how you’ve interacted with our content (for example, whether you’ve opened an email and clicked through to our website);
- To collate statistics and information about our marketing campaigns;
- To subsequently deliver advertising and content to you;
- To establish personas and qualify leads

What tools exist to manage cookies on your device or browser?

Most browsers allow you to control cookies through your browser settings. Disabling or limiting cookies can limit the functionality of certain websites or content. You can also use your browser’s private or incognito mode which will automatically delete all cookies placed

during your use of private mode when all private mode tabs are closed. Consult your browser's help section to better understand how to manage cookies.

What tool do we leverage for email and direct marketing campaigns?

When you submit a form from our website, a profile with your information will be stored in Pardot. Any further visits to our website will be recorded and we will keep track of pages visited, number of times you accessed our website, what campaign you came from, etc. We may link and associate the value of your Google Analytics ID cookie with your Pardot profile to complement and complete the information we have. We do so on the basis of your consent to our Privacy Notice and this Analytics Policy when you sign-up for emails or register via a form.

Modification to our Analytics Policy

We reserve the right to make modifications to our Analytics Policy from time to time in order to adapt it to any changes in applicable laws or our activities. The date of the latest version of our Analytics Policy is indicated at the top of this page. By continuing to use our website or maintaining your subscription to our promotional emails, you are consenting to any changes to this Policy.

Third Parties

As of the date this page was last updated above, we make use of the following third-party services for our websites and marketing activities as follows:

- [Google Analytics](#) (behavioral advertising and analytics on the Google Ads platform) - leveraged for all website visitors
- [Google Optimize](#) (delivery of customized content and experiences based on Google Analytics content)
- [Google Ads](#) (conversion and retargeting pixels used for individuals having completed an online form)
- [Google Tag Manager](#) ('container' tags holding the other tracking pixels used for individuals for whom beacons/pixels are deployed)
- [LinkedIn Insights](#) (behavioral advertising and analytics provided by LinkedIn; enables retargeting on LinkedIn)

As part of the services we deliver to our customers, we make use of the following third-party services as follows (note that your customer success representative can help further confirm what other providers may be delivering services to you and your organization):

- Hosting services providers like Microsoft Azure, Google Cloud Computing and/or Amazon Web Services (for hosting of online with our customers)
- Zendesk (for support and communication tools)
- Jira (for support and communication tools)
- Payment processing providers (e.g. Stripe)
- Workday (for recruitment and HR management)
- Bitdefender (for users of the AppHelp-branded security tool and white-labelled security tools delivered to you by the service provider working with Bluespacelabs)