

## OVERVIEW

This Cookie Policy ("Cookie Policy") explains how SYSTRA Group and SYSTRA Ltd (UK and Ireland subsidiaries) ("Website Owner") use cookies and similar technologies to recognise you when you visit via [www.systra.com](http://www.systra.com) ("Website"). It explains what these technologies are and why We use them, as well as your rights to control Our use of them.

In some cases We may use cookies to collect personal information, or that becomes personal information if We combine it with other information.

## WHAT ARE COOKIES?

Cookies are small data files that are placed on your computer or mobile device when you visit a 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., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognise your computer both when it visits the Website in question and also when it visits certain other websites.

## WHY DO WE USE COOKIES?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for Our Website to operate, and We refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of Our users to enhance the experience on Our Online Properties. Third parties serve cookies through Our Website for advertising, analytics, and other purposes. This is described in more detail below.

## HOW CAN I CONTROL COOKIES?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on Our Website. 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. You may also set or amend your web browser controls to accept or refuse cookies.

## COOKIES USED ON OUR WEBSITE

The specific types of first- and third-party cookies served through Our Website and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):

### Necessary Cookies

These cookies are essential for the website to function properly. They enable features like logging into secure areas, setting language preferences, and maintaining sessions.

- Examples:
  - **wordpress\_test\_cookie** (First-party): Used by systra.com to check if the browser supports cookies.
  - **wp\_lang** (First-party): Used by systra.com to store the user's language preference.
  - **MATOMO\_SESSID** (First-party): Maintains user sessions for Matomo Analytics on systra.com.
  - **pll\_language** (First-party): Used by systra.com to store the language preference.
- Expires in: Session-based

### Accessibility Cookies

We use cookies from **UserWay** to provide accessibility options for users with disabilities, ensuring that preferences (like text size or contrast settings) are remembered.

- Examples:
  - **usw\_userway\_activation\_notice\_dismissed** (First-party): Set by systra.com to store whether the user has dismissed the accessibility notification.
- Expires in: Session-based to 1 year

### Analytics and Performance Cookies

These cookies help us understand how users interact with the site, track visitor behaviour, and measure site performance. The data collected is used to improve the user experience.

- Examples:
  - **\_ga** (First-party): Set by Google Analytics to distinguish users and track site interactions on systra.com.
  - **MATOMO\_SESSID** (First-party): Maintains user sessions for Matomo Analytics on systra.com.
  - **\_clsk** (Third-party): Set by clarity.ms (Microsoft Clarity) to track user sessions and interactions for performance analytics.
  - **hubspotutk** (First-party): Used by HubSpot to track visitor interactions on systra.com and identify users across sessions.
  - **li\_oatml** (Third-party): Set by linkedin.com to optimise ad performance and analyse cross-device tracking.
  - **AnalyticsSyncHistory** (Third-party): Set by linkedin.com to store information about LinkedIn's analytics cookie synchronisation across devices.
- Expires in: Session-based to 2 years



### Targeting and Advertising Cookies

Cookies used by third-party advertising networks to track user interactions with ads, enabling personalised ad delivery and performance measurement.

- Examples:
  - **\_fbp** (Third-party): Set by facebook.com to track user behaviour and deliver targeted ads.
  - **fr** (Third-party): Facebook's cookie for delivering, measuring, and improving ad relevancy.
  - **\_gcl\_au** (First-party): Set by Google Ads to store and track conversions on systra.com.
  - **IDE** (Third-party): Set by doubleclick.net (Google Ads) to measure the success of ad campaigns and improve ad targeting.
  - **UserMatchHistory** (Third-party): Set by linkedin.com to track user interactions with ads on LinkedIn.
  - **bcookie** (Third-party): Set by linkedin.com to remember browser and device characteristics for ad targeting.
- **Expires in:** Session-based to 2 years

### Full List of Cookies

For a complete list of cookies used on this website, please refer to the Cookie Consent Manager. There, you can view all cookies.

### HOW CAN I CONTROL COOKIES ON MY BROWSER?

You can refuse cookies through your web browser; these controls vary from browser to browser; you should visit your browser's help menu for more information. The following is information about how to manage cookies on the most popular browsers:

- [Chrome](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Edge](#)
- [Opera](#)

### WHAT ABOUT OTHER TRACKING TECHNOLOGIES?

Cookies are not the only way to recognise 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").

These are tiny graphics files that contain a unique identifier that enables us to recognise when someone has visited Our Website or opened an email including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns.

In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.



### **HOW OFTEN IS THIS COOKIE POLICY UPDATED?**

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies We use or for other operational, legal, or regulatory reasons. The date on the first page of this policy indicates when it was last updated.

### **WHERE CAN I GET FURTHER INFORMATION?**

If you have any about Our use of cookies or other technologies, please contact Our Data Protection Officer (DPO) by email at [dpo\\_ukir@systra.com](mailto:dpo_ukir@systra.com) or by post at the below address.

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