

Cookie Policy

Updated June 19, 2025

This Cookie Policy explains how Inservo Ltd. (“Inservo,” “we,” “us,” or “our”) uses cookies and similar technologies on our websites that link to this Cookie Policy (the “Websites”), as well as in our emails. It also explains your choices in relation to the same.

Please also refer to our Privacy Policy for more information on how we handle personal data.

Managing your preferences

If you would like to manage your cookie preferences (including opting out of non-essential cookies), you can do so at any time through the cookie banner or by clicking the “Cookie Settings” link available at the bottom of our Websites.

If you do not accept certain cookies, some functionality of our Websites may be affected — for example, we may not be able to remember your device, and you may need to log in again each time you visit.

What types of technologies do we use?

We may use any or all of the following technologies on our Websites and in our emails:

Cookies

A cookie is a small text file stored in your browser or on your device.

- **Session cookies** are temporary and disappear once you close your browser.

- **Persistent cookies** remain even after you close your browser until they expire or you delete them.

Cookies may be set by Inservo directly (“first-party cookies”) or by third-party service providers (“third-party cookies”).

Pixel tags

Pixel tags (also called clear GIFs or web beacons) are tiny graphics embedded in webpages or emails. They help us understand how you interact with our content (e.g., whether you opened an email or clicked on a link) and measure the effectiveness of our campaigns.

Other similar technologies

We may also use other technologies such as local storage, tags, or mobile advertising identifiers for similar purposes, such as remembering your settings or providing tailored content.

Why do we use cookies and similar technologies?

The purposes fall into the following categories:

- **Necessary cookies** – essential for operating the Websites and providing requested services (e.g., logging in, security).
- **Preference cookies** – remember your choices and settings (e.g., language, text size).
- **Statistics cookies** – collect information about how visitors use our Websites, helping us improve performance and user experience.
 - Inservo uses **Google Analytics**, a web analytics service provided by Google LLC, to understand how users interact with our Websites. Google Analytics places cookies on your device to collect information such as your IP address, browser type, referring pages, and the time

spent on pages. We use this information to improve our Websites and services.

- Inservo also uses **Vercel Web Analytics**, a privacy-friendly analytics service provided by Vercel Inc., to collect anonymised usage data and better understand overall traffic and performance without using tracking cookies.
- You can learn more about how Google processes data at:
www.google.com/policies/privacy/partners/.
- **Marketing cookies** – track browsing habits and help us deliver relevant advertising or measure campaign performance.

How can you manage your consent?

You can control or limit how cookies are used by:

- Managing your preferences at any time through our **Cookie Settings** link at the bottom of our website.
- Adjusting your browser or device settings to block or delete cookies.
- Configuring your email client to block external images if you wish to limit pixel tracking in emails.
- To specifically opt out of Google Analytics, you may install the **Google Analytics Opt-out Browser Add-on** available at: <https://tools.google.com/dlpage/gaoptout>.

Please note that disabling cookies may affect how our Websites function.

For general information about cookies, you can visit www.allaboutcookies.org.

Details of cookies and similar technologies

Details of the specific cookies and similar technologies in use may be viewed via our cookie banner or Cookie Settings panel. This list may change over time as we update our services.

Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the technologies we use or for other operational, legal, or regulatory reasons. Please revisit this page regularly to stay informed.

Contacting INSERVO

If you have any questions, concerns, or complaints about our Cookie Policy, or if you want to report any security violations to us, please contact us at:

- **Email:** info@inservo.co.uk
- **Operational Address:**
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Lewisham, London
Greater London, SE13 5JX, Suite 148

Company Registration Number: 15241013

Registered Address:

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