Cookie & Tracking Technologies Policy

Last Updated: 22 April 2025

1. Overview

This Cookie Policy explains how Niricson Software Inc. ("Niricson", "we", "our", or "us") uses cookies and similar technologies on our website and associated digital services, including the AUTOSPEX® platform.

We use cookies to enhance user experience, analyze website performance, and ensure secure, reliable access to our services. This policy describes what these technologies are, why we use them, and how you can manage your preferences.

2. What Are Cookies?

Cookies are small text files that are placed on your computer or mobile device when you visit a website.
They are widely used to make websites function efficiently, provide information to website owners, and improve overall user experience.

Cookies may be:

- Session cookies – deleted when you close your browser.
- Persistent cookies – remain on your device for a defined period or until deleted.
- First-party cookies – set by Niricson's website.
- Third-party cookies – set by external services integrated into our site (e.g., analytics or video embeds).

3. Why We Use Cookies

Niricson uses cookies and related technologies for several purposes:

Essential Functionality: To enable core website operations such as page navigation, secure login, and access to protected content.

Analytics and Performance: To understand how visitors use our site, improve navigation, and enhance the user experience.

Security: To help detect and prevent unauthorized access or potential cybersecurity threats.

Preferences: To remember user settings such as language, region, or cookie choices.

Marketing (limited): To measure engagement with our content and improve communications such as newsletters or webinar registrations.

We do not use cookies to sell personal information or track individuals across unrelated websites.

4. Types of Cookies We Use

Category	Purpose	Example Tools
Strictly Necessary	Required for the operation of the site (e.g., login, navigation, session management).	Internal authentication and session cookies
Performance & Analytics	Collect anonymous usage data to help us improve site structure and performance.	Google Analytics, HubSpot Analytics
Functionality	Remember user preferences and enhance browsing experience.	Language, theme, or cookie consent preferences
Security	Support fraud prevention, system protection, and platform stability.	Cloud infrastructure session controls
Third-Party Media	Enable embedded content such as videos or interactive maps.	YouTube, Vimeo, or embedded tools

5. Managing Your Cookie Preferences

You can control or disable cookies through your browser settings. Most browsers allow you to:

- Delete existing cookies.
- Block new cookies from being placed.
- Receive a notification before cookies are stored.

However, disabling certain cookies may affect the functionality or performance of the website and could limit access to some features or secure areas.

For detailed guidance, refer to your browser's help documentation.

6. Consent

When you first visit our website, a banner will appear allowing you to:

Accept all cookies, reject non-essential cookies, or Manage cookie preferences.

By continuing to use our site after selecting your preferences, you consent to the use of cookies in accordance with this policy.

You may change or withdraw your consent at any time by adjusting your cookie settings or clearing stored cookies in your browser.

7. Third-Party Services

Our website may include content or features provided by trusted third-party providers (such as analytics or video hosting services). These third parties may use their own cookies or tracking technologies.
We encourage users to review the privacy and cookie policies of these providers for more information about their data practices.

8. Data Protection and Privacy

Information collected through cookies and similar technologies may constitute personal data. Niricson handles all such data in accordance with our Privacy Policy

9. Updates to This Policy

We may update this Cookie Policy periodically to reflect changes in technology, regulation, or our operations.

The "Last Updated" date at the top of this page will indicate when the latest version took effect.

10. Contact

If you have questions about our use of cookies or data privacy practices, please contact:

📧 info@niricson.com