

# Cookie Policy

## Tabs:

### Grounding principals

### Period of data storage

### Information access

**CanadaCentral.ca** uses “cookies” on our services, such as clear gifs, web beacons, pixels, tags, browser analysis tools, and server logs, as well as any other technology that collects data about applicants/clients and stores information on their device’s local storage.

**CanadaCentral** employs these to improve services, log applicants/clients onto our services, personalize content, protect from spam, save preferences and prevent abuse, while exposing applicants/clients to all relevant data, as well as statistical purposes and ads.

### What is a cookie?

A “cookie” is a small amount of information that a web server sends to a local browser that stores information about your account, your preferences, and your use of that website.

Cookies may contain serial numbers that allow **CanadaCentral** to connect your activity with other information stored about you in your profile or as related to your interactions with the service provided to you.

Some cookies are temporary, and others may be last longer.

“**Session**” cookies are temporary cookies used for various reasons, such as to manage page views. The browser usually erases session cookies once exiting.

“**Persistent**” cookies are more permanent cookies that are stored on the computer beyond exit.

### What kind of cookies do we employ?

The types of cookies employed by **CanadaCentral** are either “essential cookies”, “content cookies”, or “analytics cookies”.

1. **Essential Cookies**– These cookies are essential for using certain website features, such as remembering cookie or login preferences. These cookies are necessary for the website to function and cannot be switched off.
2. **Content Cookies** – Perform tests on various aspects of the website and user experience. These cookies do not collect identification information. All data collected is anonymous and is only used to improve the website.
3. **Analytics Cookies** – These cookies collect information about how visitors use websites, which pages are most often frequented and any errors that may occur. These cookies do not collect identification information. All data collected is anonymous and used to provide statistical information.
4. **Functional Cookies**  
These cookies allow **CanadaCentral** to track visits and traffic sources and manage

load balance. All information collected is anonymous. These cookies may be used for some features on the website. They may also be set by third-party providers aligned with **CanadaCentral**. If these cookies are disallowed, some or all functions may not work properly.

#### 5. **Advertising Cookies**

These are set through the **CanadaCentral.ca** site by advertising partners. They build a profile of interests and present relevant ads, as well as sharing pertinent data with advertisers, allowing the sharing of pages with social networks, or allows you to post comments on our website.

Your browser preferences can be modified to accept or reject all cookies or request a notification when cookies are placed. You may read more about cookies on: [https://en.wikipedia.org/wiki/HTTP\\_cookie](https://en.wikipedia.org/wiki/HTTP_cookie)

**Server log files:** **CanadaCentral.ca** automatically gathers server log file data when applicants visit our website. This includes IP address, browser type, referring and exit web pages, and operating system.

**Pixel tags and web beacons** are tiny graphic images placed on website pages or in emails that allow **CanadaCentral.ca** to determine whether applicants/clients performed specific actions. When accessing these pages or opening email messages, the pixel tags and web beacons generate a notice that notifies **CanadaCentral.ca**. These tools allow **CanadaCentral** to measure response to our communications and improve our webpages and promotions.

Why do we use these?

**CanadaCentral** services use “cookies” to improve services in several fashions.

- **Providing Personal information:**
  - > Remember information about applicant/client browser and preferences. For example, language or country.
  - > Customize services with relevant content.
- **Authentication and security:**
  - > Log clients into services.
  - > Verify and maintain security.
- Working with third-party advertising partners, including Google, to market services and serve ads on behalf of advertisers, including through the delivery of interest-based ads.
- > Detect spam, abuse, and other activities that violate our regulations or terms of service.
- **Analytics:**
  - > Improve and understand how people use our service.
- **Advertising:**
  - > Target ads, measure performance, and make them relevant to our applicants/clients based on activity on various websites and services.

Your choice

To learn more about how to exercise your rights regarding cookies please consult the privacy policy