



## 1. INTRODUCTION

This cookie notice applies globally to Dura-Line Corporation with its registered office at 11400 Parkside Drive, Knoxville, Tennessee 37934, United States ("**Dura-Line**", "**we**", "**us**", "**our**") and the cookies used on our website <http://www.academy.duraline.com> including all country-specific websites and any other website operated by us ("**Website**").

We ask that you read this cookie notice carefully as it contains important information on who we are and our use of cookies or similar technologies on our website. This notice should be read together with our privacy notice, held on <http://www.academy.duraline.com>, which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities in the event you have a complaint.

## 2. WHAT IS A COOKIE AND SIMILAR TECHNOLOGY

We use tracking mechanisms such as cookies, web beacons, action tags and single-pixel gifs on our Website. Cookies are small text files that may be stored on your computer (or other internet enabled devices, such as a smartphone or tablet) when you visit a website. They help websites remember information about your visit, like your country, language and other settings. They can also help make your next visit easier.

We use these tracking mechanisms on this Website to:

- recognise you whenever you visit this website (this speeds up your access to the Website as you do not have to log in each time);
- obtain information about your preferences and use of our Website;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our users' requirements;
- target our marketing and advertising campaigns more effectively by providing interest-based advertisements that are personalised to your interests; and
- make your online experience more efficient and enjoyable.

## 3. INFORMATION ABOUT OUR USE OF COOKIES

We use the following cookies:

Cookie requirement	Type of cookie	Explanation:
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**Strictly necessary  
cookies**

**Necessary**

These are cookies that are required for the operation of our site. They include, for example, cookies that enable you to log into secure areas of our site or cookies relating to shopping baskets, authentication or short-term cookies dealing with debugging. We do not require your consent to place these cookies. Nevertheless, you may be able to block these cookies yourself on your device/ browser, but restricting these cookies is likely to mean that our site will not work as you would expect and certain functionality may be inoperable.

**Non-essential  
cookies**

**Analytical/performance  
cookies**

These allow us to recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily. We use cookies to compile visitor statistics such as how many people have visited our site, how they reached our site, what type of technology they are using (e.g. Mac or Windows, which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our Website.

We also use Google Analytics, HubSpot and Salesforce to collect information about how users interact with the website. These tools use cookies to collect information in an anonymous form, including the number of visitors to the site, from where visitors have come to the site and the pages they visited. We use the information generated by these

tools to prepare reports and improve the customer experience of the website.

We have enabled HubSpot and Google Analytics Demographics and Interest Reporting features on the Website to allow us to review information about users of the Website, including identifiers such as age, gender, language, location, affinity, browser, mobile device, page visits, time on page, search terms, channels, source/medium, new vs returning, source, page views, form submissions, bounce rate, exit rate, time on page, new contacts. We may use this information to enable us to make decisions about what information to include on the website and how to present it. We have also enabled Google Display Network Impression Reporting on the Website to allow us to track how advertising interactions are related to site visits to the website.

We and our third-party suppliers, including Google, use first-party Google Analytics cookies and third-party DoubleClick cookies together to collect the data for the Google Display Network Impression Reporting functionality.

These are used to recognise you when you return to our site. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Functionality cookies**

**Targeting cookies**

These cookies record your visit to our site, the pages you have visited and the links

you have followed. This information will be used by us and third parties to make our site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose but only if you consent to such sharing.

So you can easily "Like" or share our content, we have included sharing buttons on our site for certain social media sites. These cookies are set by the third party social media sites to which they relate, including:

**Social Website Cookies**

- Facebook, Twitter and LinkedIn
- The privacy implications vary from social media site to social media site and will be dependent on the privacy settings you have chosen on these sites. Please refer to the relevant social media site's privacy and cookies notice for more information.

You can find more specific information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Cookie Duration	What cookies do/purpose	Required or not
__hssrc	until session ends	When HubSpot changes the session cookie, this cookie is also set to determine if the visitor has reset their browser.	Yes
__hstc	1 year	It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (current visit), and session number (increases with each subsequent session).	Yes
_ga	2 years	Tracks website usage statistics and metrics	Not

_gid	1 day	used to identify unique users	Not
_hjSessionUser_	1 year	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID	Not
hubspotutk	2 years	This cookie is used to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	Not

#### 4. How can I manage cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences on the cookie notification banner on our website or in the Cookie Preferences section below.

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. Most browsers have cookies enabled by default. However if you don't want to enable cookies, you'll still be able to browse the site.

If you wish to disable all cookies, you can opt-out by setting your browser to remove or reject browser cookies. To disable specific cookies, you can opt-out using the opt-out mechanisms. You can also delete cookies that have already been set through your browser settings.

More information about cookies, including how to block them or delete them, can be found at <http://www.aboutcookies.org/> If you have any further questions, comments or requests regarding our cookies notice or how we use cookies on our site, then you can contact our Data Protection Officer at:

Address: arbeitgeber ruhr GmbH, Andreas Reinke, Königsallee 67, 44789 Bochum, Germany.

Please note that if you choose to disable some categories of cookies that we use, you may experience reduced functionality or be prevented from using the Website altogether.

#### 5. **Third party cookies**

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. Where relevant, details of these cookies are listed in the table of cookies we use on our website set out above.

#### 6. **Cookie Preferences**

You can consent (or withdraw your consent) to our use of non-essential cookies when you are prompted to do so when you visit our website or by following the link below.

#### 7. **BLOCKING COOKIES**

You can also block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, as set out above, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

#### 8. **Changes to THIS COOKIES notice**

Any changes to this cookies notice in the future will be posted on this page and we will take all measures necessary to communicate any changes to this cookies notice to you. Please check back frequently to see any updates or changes to this cookies notice. We will also bring your attention to such changes by updating our cookie banner/ pop-up.

This notice was last reviewed and updated: **April 2021**