

# Cookies

At **Transit Elevator Corporation**, we use cookies and similar technologies to enhance your experience on our website, [www.transitelevator.com](http://www.transitelevator.com). This Cookies Policy explains what cookies are, how we use them, and your choices regarding their use. By continuing to browse our website, you consent to our use of cookies in accordance with this policy. If you do not agree, please adjust your browser settings or discontinue the use of our website.

## 1. What are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit a website. Cookies allow the website to recognize your device and store certain information about your preferences or past actions, making your next visit more convenient and efficient.

Cookies may be categorized as:

- **Session cookies:** These are temporary cookies that are erased once you close your browser. They are used to track your movements on the website during a single visit.
- **Persistent cookies:** These remain on your device until they expire or are manually deleted. They allow the website to remember your preferences or actions across multiple visits.

## 2. Types of Cookies We Use

We use various types of cookies on our website, each serving different purposes. These include:

### *a. Essential Cookies*

These cookies are necessary for the website to function properly. Without them, certain services or features may not be available, such as navigating between pages or accessing secure areas of the site. These cookies do not collect personal data and cannot be disabled.

### *b. Performance and Analytics Cookies*

These cookies help us understand how visitors interact with our website by collecting information about traffic patterns, popular pages, and visitor behavior. We use this data to improve the functionality and performance of our website. All information collected by these cookies is aggregated and anonymous.

We may use third-party analytics tools, such as **Google Analytics**, to help us analyze how users use our website. These third parties may use cookies to collect information on our behalf about your use of the website. You can opt out of Google Analytics by visiting their opt-out page.

### *c. Functionality Cookies*

These cookies allow the website to remember your choices and preferences, such as your language selection or region, and provide enhanced, more personalized features. These cookies can also remember changes you've made to customizable areas of the site. Disabling these cookies may limit some of the functionality available to you.

### *d. Targeting and Advertising Cookies*

These cookies are used to deliver relevant advertisements to you, both on our website and on third-party sites, based on your browsing behavior. They may track your visits to other websites and use that information to build a profile of your interests. These cookies are usually placed by third-party advertising networks with our permission.

## **3. How We Use Cookies**

**Transit Elevator Corporation** uses cookies to:

- **Enhance user experience:** Cookies help us remember your preferences and settings to provide a smoother and more personalized experience.
- **Analyze website traffic:** We use cookies to track visitor behavior and analyze website traffic trends. This helps us improve our website's performance and optimize our content.
- **Deliver targeted advertising:** Cookies allow us and third-party partners to display advertisements that are more relevant to you, based on your browsing habits.

We may share information collected via cookies with third-party service providers who help us deliver services and manage our website. These service providers are obligated to protect your personal data and are prohibited from using the information for any other purpose.

## **4. Your Choices Regarding Cookies**

You have the right to control and manage cookies in several ways:

### *a. Browser Settings*

Most browsers allow you to control cookies through their settings. You can set your browser to refuse cookies or to alert you when cookies are being placed on your device. However, if you choose to disable cookies, some features of our website may not function properly or may be unavailable.

To manage your cookie settings, visit your browser's help section for instructions on how to change cookie preferences:

- For **Google Chrome:** Go to Settings > Privacy and Security > Cookies and other site data.

- For **Mozilla Firefox**: Go to Options > Privacy & Security > Cookies and Site Data.
- For **Safari**: Go to Preferences > Privacy > Cookies and website data.

#### *b. Opting Out of Targeted Advertising*

You can opt out of receiving targeted advertising from participating advertisers by visiting:

- **Digital Advertising Alliance of Canada**: Your Ad Choices
- **Network Advertising Initiative (NAI)**: NAI Opt-Out

Please note that opting out does not mean you will no longer see ads, but the ads you see will not be personalized based on your browsing behavior.

#### *c. Third-Party Analytics Opt-Out*

As mentioned earlier, we use third-party analytics services, such as **Google Analytics**, to understand how users interact with our website. You can opt out of **Google Analytics** tracking by installing the Google Analytics Opt-out Browser Add-on, available at Google's website.

### **5. Updates to this Cookies Policy**

We may update this Cookies Policy from time to time to reflect changes in technology, laws, or our business practices. Any updates will be posted on this page with a revised "Effective Date." Your continued use of our website after such changes constitutes your acceptance of the updated policy.