SOFTBANK ROBOTICS (UK) LTD COOKIES POLICY

Our website, https://emea.softbankrobotics.com, uses cookies to distinguish you from other users of our website. This helps us to provide you with an enjoyable experience when you browse our website and allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Analytical or performance cookies.** These cookies are used in analysing trends, administering our website, tracking users' movements on our website, and to gather demographic information about our user base. We may receive reports based on the use of these technologies by our marketing partners, affiliates, analytics, hosting service providers, and other business support service providers on an individual as well as aggregated basis.

- **Functionality cookies.** These are used to recognise you when you return to our website. 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).

- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. They allow us to count users who have visited our Site, seen our ads, or opened our e-mail, and to track whether messages are shared using our social share features and once shared, whether these messages are opened by the recipient. They allow us to customize our offerings to you and make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

COOKIE NAME	PROVIDER	CATEGORY	DESCRIPTION	Duration
bscookie	linkedin.com	targeting	Used by LinkedIn to track the use of embedded services.	365 days
li_sugr	linkedin.com	analytics	Used to make a probabilistic match of a user's identity outside the Designated Countries	90 days
lidc	linkedin.com	targeting	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 days

__cfruid	softbankrobotics.com	necessary	Used by the content network, Cloudflare, to identify trusted web traffic.	session
IDE	doubleclick.net	targeting	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	389 days
_ga_QNRHQ5ZV7G	softbankrobotics.com	analytics	Used to persist session state	399 days
__hstc	softbankrobotics.com	analytics	Analytics tracking cookie	179 days
bcookie	linkedin.com	targeting	Used by LinkedIn to track the use of embedded services.	365 days
YSC	youtube.com	functionality	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	session
UserMatchHistory	linkedin.com	targeting	These cookies are set by LinkedIn for advertising purposes, including tracking visitors so that more relevant ads can be presented, allowing users to use the 'Apply with LinkedIn' or the 'Sign-in with LinkedIn' functions, collecting information about how visitors use the site, etc.	30 days
__hssrc	softbankrobotics.com	analytics	Used to determine if a session is a new session	session
_cfuvid	hubspot.com	necessary	This cookie is used to apply rate limits to traffic. It allows the Cloudflare WAF to distinguish individual users who share the same IP address.	session

_gat	softbankrobotics.com	analytics	Used to monitor number of Google Analytics server requests when using Google Tag Manager	59 seconds
__cf_bm	hubspot.com	necessary	Cloud flare's bot products identify and mitigate automated traffic to protect your site from bad bots. Cloudflare places the __cf_bm cookie on End User devices that access Customer sites that are protected by Bot Management or Bot Fight Mode. The __cf_bm cookie is necessary for the proper functioning of these bot solutions.	29 minutes
test_cookie	doubleclick.net	functionality	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	14 minutes
_gid	softbankrobotics.com	analytics	ID used to identify users for 24 hours after last activity	1439 minutes
__cf_bm	softbankrobotics.com	necessary	Cloud flare's bot products identify and mitigate automated traffic to protect your site from bad bots. Cloudflare places the __cf_bm cookie on End User devices that access Customer sites that are protected by Bot Management or Bot Fight Mode. The __cf_bm cookie is necessary for the proper functioning of these bot solutions.	30 minutes

__hs_do_not_track	softbankrobotics.com	necessary	Prevents the tracking code from sending any information to HubSpot	179 days
__hs_initial_opt_in	softbankrobotics.com	necessary	Used to prevent always on banner display when visitors are browsing in strict mode	7 days
li_gc	linkedin.com	functionality	Used to store guest consent to the use of cookies for non-essential purposes	180 days
_ga	softbankrobotics.com	analytics	ID used to identify users	399 days
__hssc	softbankrobotics.com	analytics	Analytics session cookie	29 minutes
AnalyticsSyncHistory	linkedin.com	functionality	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	30 days
_gcl_au	softbankrobotics.com	targeting	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	89 days
VISITOR_INFO1_LIVE	youtube.com	targeting	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days
__hs_opt_out	softbankrobotics.com	necessary	Used by the banner to not ask visitors to accept cookies again	180 days
hubspotutk	softbankrobotics.com	analytics	Contains visitor's identity	179 days

We use Local Storage Objects (LSOs) such as HTML5 and Flash to store content information and preferences. Third parties with whom we partner to provide certain features on our Sites or to display advertising based upon your web browsing activity use LSOs, such as HTML 5 and Flash, to collect

and store information. Various browsers may offer their own management tools for removing HTML5 LSOs. To manage Flash LSOs, please click the link below.

https://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html

Please also note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

- Hubspot
- Google
- Linkedin

To deactivate the use of third-party advertising cookies, you may decline the use of cookies in the popup when you first enter the site.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, 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 website.