

Cookie Policy

Transoft Solutions Inc. is collectively referred to in this Cookie Policy as "we" or "Transoft".

What are Cookies?

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Cookies can be placed by the website owner, or by third parties acting on its behalf. Cookies and similar technologies can be used to store your preferences and settings, enable you to sign-in, combat fraud, analyse how our products perform, provide interest-based advertising, and fulfil other purposes.

The table below explains the cookies we use and why.

This page describes what information they gather, how they are used on this site and why we sometimes need to store these cookies. We also include how you can opt-out of these Cookies from being stored however this may downgrade certain elements of the sites functionality or cause unexpected behaviour.

More general information on Cookies can be found on the Wikipedia article on [HTTP Cookies](#).

How we use Cookies

In the table below, you can see the variety of reasons that we use Cookies. Unfortunately, there are currently no industry standard methods to provide the functionality they are used for without using Cookies. It is recommended that you leave all Cookies enabled however if you wish to disable them you can either adjust the settings on your browser (see your browser help for how to do this) or opt out of specific cookie usage using the links provided.

The Cookies we set

Source	Purpose	Expiry Details	How to opt out
Transoft Solutions Website	Uses cookies to override the automatic region identification methods being employed to show region specific content	One year from creation	Do not use 'Select region' option in header
Google Adwords	When an advertisement on a Google Search or selected Google Display Network sites is clicked on, a temporary cookie is placed on your computer or mobile device. When you complete a defined action, the cookie is recognised, and a conversion is recorded. Only pages containing the Google conversion tag are tracked.	Some of the cookies set for this purpose are automatically removed from your device once you close your browser. Some cookies may last for a period of up to 24 months from your last visit to the site. For more information about how Google uses advertising cookies, visit the Google Advertising Privacy FAQ .	To manage settings for these cookies and opt-out of these features, visit the Google Ads Help .
Google Analytics	These cookies are used to collect	Some of the cookies set for this purpose are automatically removed	You can opt out of tracking by Google

	information about how visitors use our site. We use the information to help us improve the site. The cookies collect information in an anonymous form, but do include number of visitors to the site, where visitors have come to the site from and the pages they visited.	from your device once you close your browser. Some cookies may last for a period of up to 24 months from your last visit to the site.	Analytics by using the Google Analytics opt-out browser add-on
Hotjar	These cookies are set by HotJar Ltd. They provide aggregate web analytics and heat mapping based on how visitors interact with pages on the Sites.	365 days for date of capture	Details on how to stop tracking by Hot Jar can be found on the Hotjar - Do Not Track page
Marketo	This allows a website to track visitor behaviour on the sites on which the cookie is installed and to link a visitor to the recipient of an email marketing campaign, to measure campaign effectiveness. Tracking is performed anonymously until a user identifies himself by submitting a form	2 years	Visitors may opt out of Marketo Munchkin tracking entirely by adding the querystring parameter “marketo_opt_out=true” to the URL in their browser. When the Munchkin JavaScript detects this setting, it will attempt to set a new cookie “mkto_opt_out” with a value of true. All other Marketo Marketo tracking cookies will be deleted, no new cookies will be set, and no HTTP requests will be made by Marketo Munchkin when this setting is detected.
My Transoft Portal	Uses cookies to store session information	Two years from creation	Use “Private Browsing” Mode. Software will not operate without cookies.
AutoTURN Online	Uses cookies to store session information	Two years from creation	Use “Private Browsing” Mode. Software will not operate without cookies.
ITE Trip Gen, ITE Park Gen, ITE Data Collection	Uses cookies to store session information	One year from creation	Use “Private Browsing” Mode. Software will not operate without cookies.
All TrafXSAFE, TrafXFLOW, TrafXCONNECT websites and services	Uses cookies to store session information	At the end of the session (When user closes browser or signs out)	Use “Private Browsing” Mode. Software will not operate without cookies.

Transoft PayNow (Stripe)	Stripe tracking for payment processing, fraud prevention and analytics	One year from creation	Use "Private Browsing" Mode.
-----------------------------	--	------------------------	------------------------------

Changes to this Cookie Policy

Transoft reserves the right to change the provisions of this cookie policy at any time but will alert you that changes have been made by updating the date of the last revision below.

Your use of the website following the issuing of an updated policy shall constitute your acceptance of any such changes. We encourage you to review our cookie policy whenever you visit our website to make sure that you understand how your information will be used.

Date of last revision: 11th April 2022