

COOKIE POLICY

[ATA Freight entity] (hereinafter referred to as "ATA Freight") operates the [www.atafreight.com] Website ("Website"). This cookie policy applies to the Website, which uses technologies that enhance user friendliness and engagement, to keep the Website operating as smoothly as possible and to provide web services and functionalities for each visitor. Examples of these technologies are cookies, pixel tags, local storage and scripts (referred to here as "**cookies**"). This helps us provide you with a good experience, improve our service, and to personalize ads and content to you while you use the Website.

This cookie policy ("**Cookie Policy**") describes the types of the cookies we use on the Website and our purposes for using them.

If you have questions about this Cookie Policy, please contact us at [privacy@atafreight.com]. For a more complete description and list of the cookies that we currently use on the Website, please review our [Cookie List](#). For more information about our privacy practices, please review our privacy statement: [<http://atafreight.com/Uploads/PrivacyPolicyATA.pdf>]. If you have any questions or comments regarding this policy or data privacy, please contact us at [privacy@atafreight.com].

Please read this Cookie Policy carefully for details about why we use cookies and the information they collect from and about you.

What Is a Cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your device, which is like computer memory.

Key Concepts

First and third-party cookies: whether a cookie is 'first' or 'third' party refers to the domain placing the cookie.

- *First-party cookies* are those set by a website that is being visited by the user at the time (e.g., cookies placed by our Website domain).
- *Third-party cookies* are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

Persistent cookies: these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookies: these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

What Cookies Do We Use and Why?

Generally our Website uses cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the Website and also allows us to improve it. The cookies we may use on the Website may be categorized as follows:

- Strictly necessary
- Functionality
- Performance
- Targeting

Some cookies may fulfill more than one of these purposes.

'Strictly Necessary' cookies let you move around the Website and use essential features like secure areas. Without these cookies, we cannot provide the requested services.

We use these *Strictly Necessary* cookies to:

- Identify you as being logged in to the Website and to authenticate you
- Make sure you connect to the right service on the Website when we make any changes to the way it works
- For security purposes
- Make sure you connect to the right service on the Website when we make any changes to the way it works

If you prevent these cookies, we can't guarantee how the Website or the security on the Website will perform during your visit.

'Functionality' cookies are used to provide services or to remember settings to improve your visit.

We use *'Functionality' cookies* for such purposes as:

- Remember settings you've applied such as layout, text size, preferences and colors
- Remember if we've already asked you if you want to fill in a survey
- Remember if you have engaged with a particular component or list on the Website so that it won't repeat
- Show you when you're logged in to the Website
- To provide and show embedded video content

'Performance' cookies collect information about how you use the Website e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and are only used to help us improve how the Website works, understand the interests of our users and measure the effectiveness of our advertising.

We use *performance cookies* to:

- Carry out web analytics: Provide statistics on how the Website is used
- Perform affiliate tracking: Provide feedback to affiliated entities that one of our visitors also visited their site
- Obtain data on the number of users of the Website that have viewed a product or service
- Help us improve the Website by measuring any errors that occur
- Test different designs for the Website

Some of our performance cookies are managed for us by third parties.

'Targeting' cookies are used to track your visit to the Website, as well other Websites, apps and online services, including the pages you have visited and the links you have followed, which allows us to display targeted ads to you on the Website.

We may use *targeting cookies* to:

- Display targeted ads within the Website.
- To improve how we deliver personalized ads and content, and to measure the success of ad campaigns on the Website.

Additional Tracking Technologies

In addition to using cookies, we use other tracking mechanisms to track your use of our Website and services. We may combine this information with other personal information we collect from you, (and our third party service providers may do so on our behalf).

- *Web beacons/clear GIFs*. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies, which are embedded invisibly on web pages. We or our service providers may use clear GIFs (also known as web beacons, web bugs or pixel tags), in connection with our Website to track the activities of visitors to our Website, help us manage content, and compile statistics about usage of our Website. We or our service

providers may also use clear GIFs in HTML emails to our visitors, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

- *Flash LSO.* We may also use Flash Local Storage Objects (“Flash LSOs”) to store your Website preferences and to personalize your visit. Flash LSOs are different from browser cookies because of the amount and type of data stored. Typically, you cannot control, delete, or disable the acceptance of Flash LSOs through your web browser. For more information on Flash LSOs, or to learn how to manage your settings for Flash LSOs, go to the Adobe Flash Player Help Page, choose “Global Storage Settings Panel” and follow the instructions. To see the Flash LSOs currently on your computer, choose “Website Storage Settings Panel” and follow the instructions to review and, if you choose, to delete any specific Flash LSO.

Social Media Plug-Ins

Our Website uses social media plug-ins (“**Plugins**”) by the following providers:

- *Plugins of the Facebook social network;* Facebook is operated under www.facebook.com by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA, and under www.facebook.de by Facebook Ireland Limited, Hanover Reach, 5-7 Hanover Quay, Dublin 2, Ireland (“Facebook”). Find an overview of Facebook's plugins and their appearance here: <http://developers.facebook.com/plugins>; You can find out more about the purpose and scope of the data collection as well as about processing and use of your data by Facebook here: <http://www.facebook.com/policy.php>.
- *Twitter plugins;* Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA (“Twitter”). Find an overview of Twitter's plugins and their appearance here: <https://twitter.com/about/resources/buttons>; You can find out more about the purpose and scope of the data collection as well as about processing and use of your data by Twitter here: <https://twitter.com/privacy>.

To increase the protection of your data when visiting our Website plugins are embedded in a manner which ensures that a connection to the servers of the respective plugin provider will only be established if you click on the plugin. Your internet browser establishes a direct connection to the respective plugin provider's servers only when you activate the plugins. This way, the plugin provider receives information that your internet browser has accessed the respective site of our Website, even when you do not maintain a user account with the provider or are not logged in. Log files (including the IP address) are transmitted directly from your internet browser to a server of the respective plugin provider and may be stored there. This server may be located outside the EU or EEA (e.g. in the U.S.).

We have no influence on the scope of data gathered and stored by the plugin provider through the plugin. If you do not wish for the plugin providers to receive, save, and use data gathered through this Website, you should not use the respective plugins. You can also block the plugins from being loaded with browser add-ons (so-called script blockers).

When do we require your consent

Cookies which are essential for an online service (e.g. strictly necessary cookies for security, or functional cookies which enable the Website to remember what is in an online basket or load balancing cookies to help page content load quickly) do not require your consent.

For other non-essential cookies, e.g. performance or targeting cookies, however, we request your consent before placing them on your device. You can give your consent by continuing to use our Website, or by clicking on the appropriate button on the banner displayed to you. If you do not wish to give consent or wish to withdraw your consent to any performance, functionality or targeting cookies at any time, you will need to delete, and block or disable cookies via your browser settings; see below for more information on how to do this. Please note that disabling these cookies will affect the functionality of the Website, and may prevent you from being able to access certain features on the Website.

How to Delete and Block our Cookies

Most web browsers allow some control of most cookies through the browser settings. However, if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access all or parts of the Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the Website.

Do Not Track. Currently, our systems do not recognize browser “do-not-track” requests. You can, however, disable certain tracking as discussed in this section (e.g., by disabling cookies).

Changing your Cookie Settings. The browser settings for changing your cookies settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- Cookie settings in Internet Explorer
- Cookie settings in Firefox
- Cookie settings in Chrome
- Cookie settings in Safari

More information. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

Website Analytics

We require statistical information about the usage of our Website to design them to be user-friendly and improve our services. For this purpose, we use the web analysis tool described in this section below. The usage profiles created by this tool using cookies or by evaluating so-called server log files (see above) are not combined with personal data; in particular, the tool anonymizes IP addresses upon collection.

The following section contains information on the tool provider and how you are able to object to the collection and processing of data by the tool. Please note that the tool may use so-called opt out cookies in order to remember your objection. This opt out function relates to a device or browser and is thus valid for the terminal device or browser used at this time. In case you use several terminal devices or browsers you must opt out on every device and in every browser used. Additionally, you can generally avoid the creation of usage profiles by generally deactivating cookie usage.

Google Analytics:

Google Analytics is a web analytics service provided by Google, Inc. (“**Google**”). Google uses cookies to help us analyze how users use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the Website, Google will use this information for the purpose of evaluating your use of the Website, compiling reports on your activity for us and third parties who help operate and provide services related to the Website. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this policy. However, please note that if you do this, you may not be able to use the full functionality of the Website. Furthermore you can prevent Google’s collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB> or [here](#).

Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html> or at https://www.google.de/intl/en_uk/policies/.

More Information about Targeted Advertising By Third Parties

We use tools on this Website to better understand your preferences and offer you products or services more in line with your interests. The tools either do not collect IP addresses or anonymize these upon collection.

You will find information on each tool's provider and how you are able to object to the collection and processing of data by the tool below. Please note that tools may use so-called opt out cookies in order to remember your objection. This opt out function relates to a device or browser and is thus valid for the terminal device or browser used at this time. In case you use several terminal devices or browsers you must opt out on every device and in every browser used. Additionally, you can generally avoid the creation of usage profiles by deactivating cookie usage.

- **[Tool Name]** is provided by **[Tool provider's name and postal address including country]**. Find further information on this tool **here**. You may object to the collection or processing of your data by this tool by **[please add individually]**.

A guide to behavioral advertising and online privacy that has been produced by the internet advertising industry can be found at <http://www.youronlinechoices.eu/>

For more information about and to opt out of interest based ads from many ad networks, go to:

- European Union: www.youronlinechoices.eu/
- U.S.: www.aboutads.info Internet Advertising Bureau

[Cookie List](#)

Technical Name		Purpose	Session/Persistent	Type
_ga	Google Analytics - Third Party Cookie	Used by Google Analytics to distinguish users and sessions. More info here https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage	Persistent - 2 years	Performance

COOKIE BANNER

This Website uses first and third party cookies for advertising purposes, to better understand your preferences, to offer you an optimal user experience, to keep track of statistics and to be able to collect your feedback. By clicking "Accept" , you consent to the use of cookies. [Read more](#) about these cookies and how to configure them. ["Read more" = link to the cookie policy]

[Buttons] Accept/Decline