

Cookie Policy

Updated: April 1, 2023

Mitsubishi Electric US, Inc., its affiliates (“MEUS,” “we,” “our,” “us”) use cookies and similar technologies in the course of our business to learn about how our customers and users use our website [www.spcamerica.com] website (the “Website”), [our services], and otherwise interact with us. We have adopted this cookie policy (“Cookie Policy”) to inform you about our use of these tools and how to manage Cookies (as defined below).

This Cookie Policy supplements the [MEUS Privacy Policy and our California Privacy Statement](#) in respect of our use of Cookies.

1. What Are Cookies?

A cookie is a small text file placed on your device when you visit a website. Cookies serve a variety of functions and are widely used to improve website functionality, allow you to navigate between pages efficiently, remember preferences, improved user experiences, and tailor advertising to your interests. Like many companies, we use cookies and other tracking technologies (collectively “Cookies”) including web beacons.

There are different types of Cookies that websites typically use. Generally, these Cookies include:

- *Session Cookies*. These exist only during your current browsing session and expire after a short period of time. Once you close the browser, all session cookies are deleted.
- *Persistent Cookies*. These remain on a user’s device for the period of time specified in the cookie.
- *Web Beacons*. These are sometimes called “tracking pixels” or “clear gifs” and are tiny graphics files that contain a unique identifier that enable us to recognise when someone has opened an e-mail.
- *First-Party*. These are cookies that are set directly by us.
- *Third-Party Cookies*. These are set and used by approved third parties.

2. Cookies We Use

We use each of the following categories of Cookies, though not necessarily at the same time. You can learn more about the Cookies in each category below.

Strictly Necessary Cookies

These Cookies are essential in order to enable you to navigate our Website and use its features. Without these Cookies, certain aspects of the Website may not function properly. If you choose to modify your browser settings to block these Cookies, then we will not be able to guarantee the proper functioning of our site during your visit.

Currently, our Website uses the following Strictly Necessary Cookies:

Cookie Name	Source	Purpose	Duration	Further Information
N/A				

Performance Cookies

These Cookies collect analytical information about how visitors use our Website (such as which pages visitors view most often, which navigation links are used, whether a user received an error message from a webpage, the number of visitors who visit our site, etc.) and how the Website performs. These Cookies do not collect information that identifies a specific visitor, and are only used to improve how our Website works. These Cookies do not collect information that identifies a specific visitor, and are only used to improve how our Website works.

Currently, we use the following Performance Cookies:

Cookie Name	Source	Purpose	Duration	Further Information
N/A				

Functional Cookies

We may use Cookies to provide certain functionality on the site. For example, these Cookies help us remember certain information you provide or choices you make (such as remembering your user name, language, region, or to provide other personalized features).

The Website uses the following Functional Cookies:

Cookie Name	Source	Purpose	Duration	Further Information
N/A				

Advertising Cookies

These Cookies, sometimes referred to as “targeting cookies” or “marketing cookies” allow us to personalize your experience on our Website and communicate with you in relevant ways. These Cookies usually record on-line activities like your browsing habits on our pages and sometimes your location. We may also use Cookies from vendors that provide services on this Website, such as ‘Like’ or ‘Share’ buttons in addition to providing the requested functionality. Third parties provide these services in return for recognising that you (or more accurately your device has) have visited a certain website. These third parties put down advertising cookies both when

you visit our Website and when you use their services and navigate away from our Website. Their respective privacy policies are listed in Further Information in the chart below.

Cookie Name	Source	Purpose	Duration	Further Information
N/A				
Youtube				<p>YouTube video player privacy policy: https://policies.google.com/privacy?hl=en (Google's standard terms)</p> <p>YouTube video player cookie policy: https://policies.google.com/technologies/cookies?hl=en (Google's standard terms)</p> <p>FAQ: https://policies.google.com/privacy?hl=en (Google's standard terms)</p>
Brightcove				<p>Brightcove services privacy policy: https://www.brightcove.com/en/legal/services-privacy-policy</p>
Matomo				<p>Matomo privacy policy https://matomo.org/privacy-policy/</p>
Facebook				<p>Facebook data use policy: https://www.facebook.com/about/privacy</p> <p>Facebook cookies policy: https://www.facebook.com/policies/cookies/</p> <p>Facebook Opt-out: https://www.facebook.com/ads/settings</p>
Twitter				<p>Twitter privacy policy: https://twitter.com/en/privacy</p> <p>Twitter cookie policy: https://help.twitter.com/en/rules-and-policies/twitter-cookies#</p> <p>Twitter Opt-out: https://business.twitter.com/en/help/ads-policies/product-policies/interest-based-opt-out-policy.html</p>
LinkedIn				<p>LinkedIn privacy policy: https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy</p>

Cookie Name	Source	Purpose	Duration	Further Information
				LinkedIn cookies policy: https://www.linkedin.com/legal/cookie-policy?trk=uno-reg-guest-home-cookie-policy
Google Plus				Google privacy policy: https://policies.google.com/privacy?hl=en (Google's standard terms) Google cookie policy: https://policies.google.com/technologies/cookies?hl=en (Google's standard terms) Google FAQ: https://policies.google.com/privacy?hl=en (Google's standard terms)

]

[Insert Other Cookies Used

Cookie Name	Purpose	First or Third Party	Expiration	Link to Opt-Out
N/A				

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Other Cookies We May Use

In addition to the above Cookies, depending on how you interact with us, we may use the following tools:

- *Local Shared Objects (“Flash cookies”)*. These Cookies are used to enhance your user experience, such as by storing your preferences and settings. Local Shared Objects are similar to browser cookies, but can store more complex data than simple text. By themselves, they cannot do anything to or with the data on your computer. Like other cookies, they can only access personally identifiable information that you have provided on this Website, and cannot be accessed by other websites. To find out more about Flash cookies or how to disable them: <https://www.adobe.com/products/flashplayer/end-of-life.html>.
- *HTML Email Web Beacons*. These are sometimes called “tracking pixels” or “clear gifs” and are tiny graphics files that contain a unique identifier that enable us to recognise when someone has opened an e-mail. We may use these Cookies in our emails to help us track whether our emails are opened and verify any clicks through to links within the email. The pixel will be deleted when you delete the email. If you do not wish the pixel to

be downloaded to your device, you should select to receive emails from us in plain text rather than HTML.

- *IP Addresses and Web Logs.* We may use your IP address and browser type to help diagnose problems with our server, to administer our Website and to improve the service we offer to you. We may also use your IP address to collect broad demographic information such as which domain you are visiting our Website from.]

3. Other Website's Use of Cookies

Our Website may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. This Cookie Policy does not apply to those third party websites and we strongly advise you to review the cookie practices and Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

4. Interest-Based Ads

We and our partners may work with third parties to display relevant advertising on our Website and to manage our advertising on other websites. In order to display relevant ads to you, these third parties may use cookies to collect browsing and activity information on our Website, on other websites, and across different devices, which may be linked with certain offline data they may also collect IP address, device ID, cookie and advertising IDs, and other identifiers, general location information, and, where applicable, with your consent, your device's geolocation information. These third parties may use this information to provide you more relevant ads and content and to evaluate the success of such ads and content. As a result, our ads may be displayed to you on a search results page or on other sites.

You can generally opt out of receiving interest-based advertisements from members of the Network Advertising Initiative ("NAI") or the Digital Advertising Alliance ("DAA") by clicking <https://www.networkadvertising.org/choices/> for NAI and <https://www.aboutads.info/choices/> for DAA. When you opt-out using these links, please note that you may still receive advertisements. They just will not be personalized based on your interests.

5. How to Control Cookies

You can control Cookies through various tools, including:

- *Cookie Management System.* You can accept or reject our use of non-strictly necessary Cookies through the cookie banner when you visit our website, or through our cookie management system, available here.

- *Browser Settings.* Browsers are initially set up to accept Cookies. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you reject all cookies, some portions of our Website may not work properly.
- *Third Party Tools.* You can also visit <http://www.allaboutcookies.org/> where you will find comprehensive information on cookie management and blocking which pertains to a wide variety of browsers and, in some cases, you can opt-out of certain advertising cookies here <https://www.youronlinechoices.com/>.
- *Cookie Provider's Tools.* Many cookie providers have their own opt-out systems. Where applicable, links to such opt-outs are provided in the above chart. For example, Google has also developed a Google Analytics opt-out browser extension to provide users with the ability to prevent any data from being collected for analytics: <https://tools.google.com/dlpage/gaoptout.>

6. Changes to this Policy

We may update this Cookie Policy and we would encourage you to review the policy from time to time to stay informed of how we are using cookies.

7. Contact Us

If you have any questions about this Cookie Policy, please contact through any of the following:

- Emailing us at: service@spcamerica.com
- Writing to us at: SPC Electronics America, Inc., 6680 Jones Mill Ct. Ste G., Norcross, GA 30092