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Cookie Notice

Effective as of 19th February 2024.

This Cookie Notice explains how Vector AI Ltd ("**Raft**", "**we**", "**us**" or "**our**") uses cookies and other similar technologies on its website that links to this Cookie Notice (the "**Site**"), as well as in our emails, and your related choices in relation to the same.

Please refer to our Privacy Policy for more information on our privacy practices.

Managing your preferences

Before we dive into the details – if you are just looking to manage your preferences on our Site relating to cookies and similar technologies (including opting-out), you can do so at any time through our Privacy Preference Center via www.raft.ai, scrolling to the website footer and clicking "Cookie Settings".

If you do not accept our cookies, you may experience some inconvenience in your use of our Site. If you want to find out more about cookies and similar technologies on our Site and in our emails, please keep reading.

What types of technologies does Raft use?

We may use any or all of the following "technologies" on our Site and in our emails:

Cookies:

A cookie is a very small text file that may be placed on your browser or in the storage on your device. There are two types: "**session cookies**" and "**persistent cookies**". Session cookies are cookies that disappear from your device or browser when you close your browser. Persistent cookies stay on your device even after you close your browser.

Please note that both Raft and third-party service providers may set cookies on our Site – these 'third-party cookies' are set by domains other than those we control and may recognise your device across different websites.

WebSights Analytics:

This website uses WebSights Analytics powered by proprietary IP matching algorithm of ZoomInfo UK Ltd. ("ZoomInfo").

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If your personal information, namely business contact information, such as name, email address, job title and department, phone number, company name, business-related postal address, employment and education history, are included in ZoomInfo's Directory then upon visiting our website your IP address may be linked to company data maintained by ZoomInfo, such as company name, website, location, logo, revenue, funding, employee count and industry and such company data may be transmitted to us. Websights Analytics allows us to view only website traffic with IP addresses successfully matched in ZoomInfo. Anonymous web traffic is not shown.

We receive only company data and we do not process individual IP addresses or any other personal data through Websights Analytics.

For more information about the potential processing of your information by ZoomInfo and about how to opt-out from such processing please go to: https://www.zoominfo.com/legal/privacy-policy?

Pixel tags:

A pixel tag is a single pixel, transparent GIF image with a unique identifier that can recognise certain types of data on your device. They are used to operate and improve the Site and our email practices, including to help deliver cookies, count visits and understand usage and email campaign effectiveness.

For example, we may put pixel tags in our emails to understand how you interact with that email – for example, whether you opened the email, whether you forwarded it, whether you clicked on a link in the email that directed you to our Site etc., – these pixels may collect the time, location and operating system of the device you use to read the email.

Other similar technologies:

We may also use other tracking technologies, such as mobile advertising IDs and tags, HTML5 local storage / local shared objects (which store relevant data locally on your device), for similar purposes as described in this Cookie Notice.

So, when we refer to cookies and "similar technologies" in this Cookie Notice, such reference includes reference to the pixel tags discussed above, HTML5 local storage / local shared objects and other equivalent tracking technologies.

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For what reasons do we use cookies and similar technologies?

The purposes for which we use technologies may fall into one of the following categories:

- Essential technologies: these technologies are essential in order to enable our Site to provide the function you have requested, such as by helping to ensure that the content of a page loads quickly and effectively.
- Marketing technologies: these technologies collect information about your browsing habits in order to provide advertising which is more relevant to you and your interests – for example, they remember the websites you have visited and share that information with other parties such as advertising technology service providers.
- Personalization technologies: these technologies allow us to provide enhanced personalisation and functionality, such as tailoring content to you, remembering your choices and preferences on the Site (e.g. language, text size, etc.) or remembering search parameters.
- Analytics technologies: these technologies collect information on how users interact with our Site and enable us to improve how it operates.

A full list of the technologies we use can be found in our Privacy Preference Center here: [Cookie Declaration Table](https://www.raft.ai/raft-documentation-portal) (https://www.raft.ai/raft-documentation-portal)

How can you manage your consent?

You can control or limit how cookies and similar technologies are used by taking the following steps:

- Managing your preferences on our Site (including by opting-out) at any time by using our Privacy Preference Center via www.raft.ai, scrolling to the website footer and clicking "Cookie Settings".
- Pixel tags in emails can typically be blocked by default if you configure your preferences in your email client to block external images or set it to show "plain text only" emails.
- Managing your browser or device settings to clear or decline cookies (for instance, by using a "private" or "incognito" mode). If you disable cookies, however, some of the features of our services may not function properly.

For more information about cookies, visit www.allaboutcookies.org.

In particular, for more details about how Google uses data when in the context of Google Analytics, please see here: www.google.com/policies/privacy/partners/.

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Finally, if you do not accept certain non-essential cookies and similar technologies, you may experience some inconvenience in your use of our Site. For example, we may not be able to recognise your device and you may need to log in every time you use our Site.

Changes to this Cookie Notice

Information about the cookies and similar technologies we use may be updated from time to time, so please check this Cookie Notice on a regular basis for any changes.

Questions

If you have any questions about this Cookie Notice, please contact us by email at compliance@raft.ai.