

## COOKIE POLICY

### 1. INTRODUCTION

**THIS COOKIE POLICY** (this “**Policy**”) is issued by TestingXperts Limited having its registered address at 299A Bethnal Green Road, London, E2 6AH, United Kingdom, including its holding company, parent companies, affiliates, subsidiaries, and associated entities (collectively referred to as “**TestingXperts**”, “**Tx**” “**we**”, “**our**”, or “**us**”).

This Policy explains how we use Cookies, pixels, web beacons, tags, and similar tracking technologies on our website <https://www.testingxperts.com> (the “**Site**”).

To begin with, this Policy sets forth the definition of Cookies and further describes the categories of Cookies and related technologies that may have been deployed on our Site, the purposes they serve, and the third parties that may have access to data collected through them. In addition, this Policy also explains the options available to users for managing their Cookie preferences.

Moreover, this Policy should be read together with our Data Privacy Statement (the “**Privacy Policy**”), which establishes the overarching framework for how TestingXperts collects, processes, retains, and protects personal information across all interactions. While the Privacy Policy outlines our overall approach to data handling, this Cookie Policy addresses the specific use of tracking technologies on our Site.

Finally, when taken together, the Privacy Policy along with this Cookie Policy reflects our commitment to lawfulness, fairness, transparency and accountability in processing “**Personal Data**” (as defined in the Privacy Policy). By aligning these policies, we ensure that individuals’ privacy rights are consistently respected, whether information is obtained through Cookies or by other means in the course of providing our services.

### 2. DEFINITION OF COOKIES AND OTHER TRACKING TECHNOLOGIES

Every time you use the Site (e.g., access a webpage on the Site) and subject to the consent provided in the Cookie Consent Banner, we may collect certain information which may include Personal Data (as further discussed in the Privacy Policy) regarding that use. For example, to improve our Site and if you have consented to the use of Cookies on the Site, we collect how, when, and which parts of the Site or its features you use and/or which social media platforms you connect to the Site. Also, we may use your device’s unique identifier (UDID) or other unique identifiers to assist us in collecting and analyzing this data.

To assist us in collecting and storing this data, we may employ a variety of technologies, including Cookies, local browser storage, and web beacons, pixels, or tags.

The “**Cookie**” or “**Cookies**” are small text files which store limited amounts of information on the user’s device (such as a computer, smartphone, or tablet) when accessing a website. Cookies facilitate the operation of websites, enhance user experience by remembering preferences, and assist in the collection of statistical and analytical information.

Alongside Cookies, other Tracking Technologies may be used on our Site, such as pixels, tags, web beacons, software development kits (SDKs), and local storage. A web beacon, pixel or tag is a small, usually transparent image placed on a web page that allows the operator of that image, which may be the operator of the website you visit or a third-party, to read or write a Cookie. These Tracking Technologies perform similar functions, including supporting website functionality, analytics, personalization, and security.

Your operating system and web browser may allow you to erase information stored in Cookies and local browser storage. But if you do so, you may be forced to login to the Site again, and you may lose some preferences or settings. You may also be able to set your browser to refuse all website storage or to indicate when it is permitted, but some features of our Site may not function properly without it.

More information about managing Cookies is available [here](#). To learn how to manage privacy and storage settings for your local browser storage, please refer to the end user documentation for your browser.

Online Tool Providers (as defined in the Privacy Policy), advertising and social media cookies, web beacons, pixels, tags, and similar third-party technologies are collectively referred to herein as “**Tracking Technologies**”.

Users can control or adjust the use of Cookies and related technologies through our Cookie Consent Banner or by updating their browser settings at any time, as further detailed in Section 5 of this Policy.

### 3. PURPOSE AND USE OF COOKIES

Our use of Cookies is generally based on your consent, except for strictly necessary cookies which are essential for the Site’s operation and therefore processed as permitted by applicable law. Cookies are used for the following purposes:

- (a) Ensuring the secure, stable, and efficient functioning of the Site;
- (b) Recognizing returning users and remembering their settings or choices/preferences to improve the browsing experience;
- (c) Analyzing usage trends, monitoring traffic, and improving the overall functionality and performance of the Site;
- (d) Customizing content, features, and promotional materials based on interests and preferences (where applicable); and
- (e) Supporting audience-building, retargeting, and campaign measurement activities in connection with TestingXperts’ advertising and outreach campaigns.

### 4. SOURCE OF COOKIES — FIRST-PARTY AND THIRD-PARTY COOKIES

Cookies used on our Site originate from two main sources:

- (a) **First-Party Cookies:** These cookies are created and placed directly by TestingXperts. They support essential operations such as authentication, security, and user preference management, and may also include analytics or performance cookies deployed through TestingXperts’ own tools. Data collected through first-party cookies is used solely by TestingXperts for legitimate purposes described in this Policy.
- (b) **Third-Party Cookies:** These cookies are set by authorized external technology providers with whom TestingXperts engages for analytics, advertising, social-media outreach and/or allied services. They may collect information about a user’s interaction with our Site and, where applicable, associate it with existing profile data held by those platforms. The resulting insights are provided to Tx in an aggregated form, for example, reports on audience demographics, usage trends, or campaign performance. Tx does not receive or access the underlying Personal Data processed by these third parties.

Both first-party and third-party cookies may serve different purposes and, depending on their operational function and the technology provider responsible for their deployment, may correspond to any of the categories described in Section 5 of this Policy. These categories describe how Cookies including Necessary, Functional, Analytics, Performance, Session, Persistent, and Advertising/Social-Media Cookies operate and the specific purposes they serve.

### 5. CATEGORIES OF COOKIES EMPLOYED

To promote transparency and help users better understand how Cookies are used, we group them into categories based on the function they perform. This section explains each category, the purpose it serves, and how it supports the operation and improvement of the Site.

- (a) **Necessary Cookies:** These cookies are required for running our Site. These cookies are essential to the operation of the Site and enable core features such as security, authentication, and accessibility. These cookies do not collect personally identifiable information and cannot be disabled by users’ preferences.

- (b) **Functional Cookies:** These cookies allow the Site to retain user's preferences (e.g., language, region, display options) to enhance the browsing experience. They do not track activity on external websites.
- (c) **Analytics Cookies:** These cookies collect aggregated information about how visitors use the Site, such as the pages viewed, time spent on the Site, navigation paths, and general geographic indicators derived from IP addresses (anonymized where possible). The data is used to generate statistical reports, monitor traffic, diagnose technical issues, and identify trends that help us improve the functionality and content of the Site. Analytics cookies may be set by TestingXperts or by authorized analytics providers and do not enable us to directly identify individual visitors.
- (d) **Performance Cookies:** We may use these cookies to assess the performance of our Site, including as part of our analytic practices to improve content offered through the Site. These cookies collect aggregated, anonymous data regarding interactions with the Site, such as page visits, session duration, and error reports. This data is used exclusively to improve the performance of the Site. Performance cookies may include first party or third-party analytics tools.
- (e) **Session Cookies:** Stored temporarily during a users' browsing session, these cookies are automatically deleted when the session ends. They enable seamless navigation and functionality during a session.
- (f) **Persistent Cookies:** These cookies remain on the device for a specified duration after a session and are used to retain users' settings across multiple visits. They may also support analytical or behavioral assessments by authorized service providers.
- (g) **Advertising, Social Media Cookies, and Tracking Technologies:** These cookies and technologies are implemented by third-party technology providers, including without limitation, Google Analytics, LinkedIn, Meta (Facebook/Instagram), and Hotjar, which TestingXperts may integrate from time-to-time as needed. The cookies and other related technologies deployed by these Advertising and Analytics Partner, which enables the delivery of targeted advertisements, audience measurement, and social media features.

Their purposes include:

- (i) Displaying and delivering content, including advertisements aligned with users' interests on the Site and third-party sites based on how you interact with our advertisements or content, as well as to track the content you access;
- (ii) Limiting the frequency with which specific advertisements are shown;
- (iii) Measuring and reporting on the effectiveness of marketing campaigns;
- (iv) Tracking user behavior across websites;
- (v) Helping us advertise our products and services; and
- (vi) Enabling content sharing through social media

**Legal Basis:** We rely on consent for any non-essential cookies (Functional, Analytics, Performance, Advertising/Social) and on strictly necessary exemptions for Cookies essential to provide a service explicitly requested (e.g., authentication, security).

These Cookies and technologies are placed on the Site through embedded scripts or tags provided by the third-party technology providers. This means they may appear on a user's device even if TestingXperts is not actively running an advertising campaign, since the underlying technology remains present in the Site code. They are typically used to understanding how visitors interact with our Site, improve functionality, generate aggregated reports, and deliver more relevant content or advertising based on a user's activity together with data already held in their profiles on those platforms.

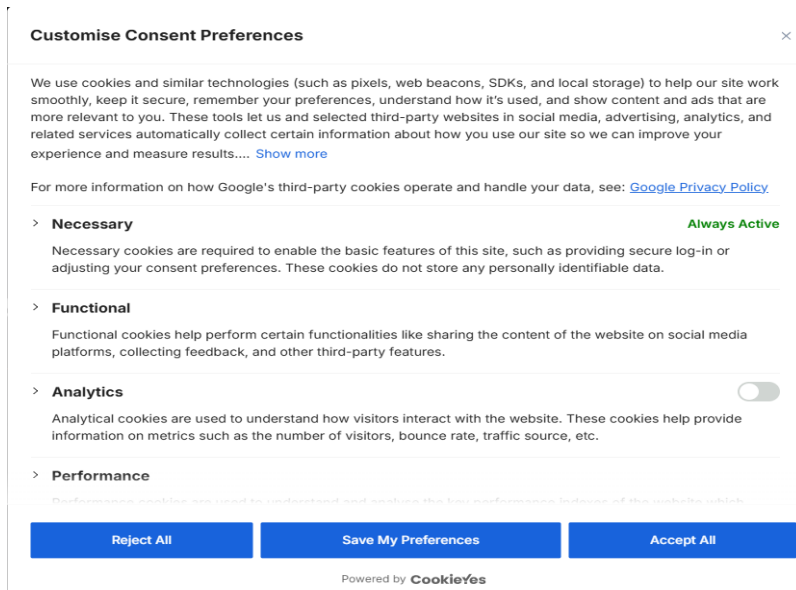
The providers may also combine information collected through our Site with data they maintain independently. TestingXperts only receives aggregated insights (such as analytics reports) and never the raw Personal Data

collected by these providers. These Cookies are not continuously active but may be enabled from time-to-time as required.

Third-party Tracking Technologies may collect information automatically, in which case Personal Data and non-personal data it receives are subject to third-party Tracking Technology's privacy policy. We may place or replace any of these Tracking Technologies without giving notice to you. For details on how each third-party Tracking Technology provider handles personal information, manages retention periods, and implements privacy safeguards, users are encouraged to review their official and most up-to-date privacy policies. For more information about the privacy practices of the third-party Tracking Technologies that we may use (and/or that we reserve the right to use), please go through the policies published by them respectively.

## 6. COOKIE CONSENT MANAGEMENT

To ensure transparency and give you control over how Cookies are used on our Site, we provide a functionality of **Customize Consent Preferences** (the "Cookie Consent Banner") that serves as our Cookie management tool in line with applicable data privacy laws.



**Customise Consent Preferences**

We use cookies and similar technologies (such as pixels, web beacons, SDKs, and local storage) to help our site work smoothly, keep it secure, remember your preferences, understand how it's used, and show content and ads that are more relevant to you. These tools let us and selected third-party websites in social media, advertising, analytics, and related services automatically collect certain information about how you use our site so we can improve your experience and measure results.... [Show more](#)

For more information on how Google's third-party cookies operate and handle your data, see: [Google Privacy Policy](#)

- > Necessary** Always Active  
Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.
- > Functional**  
Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.
- > Analytics** ☐  
Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.
- > Performance**  
Performance cookies are used to understand and enhance the way our website works. These cookies help us improve the way our website works by collecting and analyzing information about how our website is used.

[Reject All](#) [Save My Preferences](#) [Accept All](#)

Powered by **CookieYes**

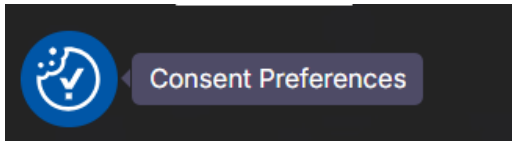
When you first visit our Site, the Cookie Consent Banner appears and allows you to make informed choices about the categories of Cookies you wish to accept or reject. Through this Cookie Consent Banner, you will be presented with the following options:

- (a) **Accept All** → Enables all categories of Cookies, including analytics, advertising, and social media cookies and third-party Tracking Technologies, in addition to essential cookies. By choosing this option, you consent to the full use of Cookies as described in this Policy. Non-essential cookies will be enabled only upon selecting Accept All.
- (b) **Reject All** → Disables all non-essential cookies. Essential cookies, which are strictly necessary for the operation, security, and proper functioning of the Site, cannot be disabled through the Cookie Consent Banner and will remain active.
- (c) **Manage Preferences** → Opens the preference center, where you may make granular selections about which categories of Cookies to accept or reject, including functionality, performance, analytics, and advertising/social media cookies. These choices will be honored and can be amended at any time.

Once you make a choice, your Cookie preferences will be stored for a period of up to 12 months, unless you clear Cookies from your browser earlier. After this period, you may be asked to reconfirm your selections. After making

your initial Cookie preferences choice, you may change or withdraw your consent at any time by reopening the Cookie Consent Banner through the “**Cookie Settings**” link in the footer of our Site, or by adjusting your browser settings.

The visual representation of the control or toggle used to access the Cookie Consent Banner and manage Cookie preferences on the Site is shown below:



Please note that refusing or disabling certain categories of Cookies may affect your browsing experience, for example by limiting personalization, restricting access to certain features, or reducing overall site performance.

## **7. PROCESSING AND DISCLOSURE OF PERSONAL DATA**

Personal data is collected only via non-essential categories after consent (e.g., Analytics/Performance/Advertising/Social). Essential/Necessary cookies support core functions and do not collect personal data beyond what is strictly necessary.

Depending on the selections you’ve made in the Cookie Consent Banner, the Personal data may be collected through certain categories of Cookies which may be accessible and/or accessed by:

- (a) Internal departments within TestingXperts and its affiliates.
- (b) Third-party Tracking Technology platforms which collect data directly through their Cookies and may link it to information already associated with a user’s profile on their respective platform. Where TestingXperts engages paid services from such Tracking Technology providers, the data gathered via our Site may be combined with existing profile information to generate aggregated analytics and reports (without disclosure of your Personal Data), for example on user demographics, interests, or geographic trends.
- (c) Third-party Tracking Technology providers that already hold raw data associated with a user’s profile. When TestingXperts subscribes to or utilizes their paid services, the information collected via Cookies on our Site may be combined with such existing profile data to generate consolidated reports and insights (e.g., on demographics, location, or interests). TestingXperts only receives aggregated reporting outputs and never the underlying raw Personal Data.
- (d) Authorized external service providers and sub-processors acting on behalf of TestingXperts.
- (e) Supervisory authorities, regulatory bodies, or government agencies, as required by law.

## **8. RETENTION OF DATA COLLECTED THROUGH COOKIES**

Data collected through Cookies shall be retained for no longer than two (2) years unless a longer period is required to comply with legal obligations or for the establishment, exercise, or defense of legal claims. Where processing is based on consent, data shall be retained only as long as such consent remains valid. The retention of Personal Data collected through Cookies is determined by the type and purpose of each Cookie.

For transparency, the duration of Cookies deployed on our Site is specified in the Cookie Consent Banner, and users are encouraged to review this information carefully when managing their preferences. Where cookies are set by third parties, retention will be governed by the policies of those providers. We recommend that users consult the relevant third-party privacy or cookie notices for details on how such data is retained and processed.

Through this approach, Personal Data collected via Cookies is retained only for the duration necessary to serve its stated purpose, consistent with the timeframes shown in the Cookie Consent Banner and with relevant legal requirements.

## 9. INTERNATIONAL DATA TRANSFERS

Due to TestingXperts' global operations, Personal Data may be transferred outside the users' country of residence, including to jurisdictions not recognized as providing an adequate level of data protection. In such instances, appropriate safeguards are implemented by us, including but not limited to Standard Contractual Clauses (SCCs), Binding Corporate Rules (BCRs) or other legally recognized mechanisms to ensure an adequate level of protection.

## 10. COMPLIANCE WITH APPLICABLE DATA PRIVACY LAWS AND DATA SUBJECT RIGHTS

TestingXperts already complies with a wide range of international, federal, and state privacy and data protection laws applicable to its operations. These include, but are not limited to: the European Union General Data Protection Regulation (Regulation (EU) 2016/679) (GDPR); United Kingdom General Data Protection Regulation (UK GDPR); Data Protection Act, 2018; Dutch GDPR Implementation Act (UAVG); Digital Personal Data Protection Act, 2023 (DPDP Act); the Personal Information Protection and Electronic Documents Act (PIPEDA); the Canadian Consumer Privacy Protection Act (CPPA); Canada's Personal Information Protection and Electronic Documents Act (PIPEDA); Canada's Anti-Spam Legislation (CASL); Australian Privacy Act 1988 and Australian Privacy Principles (APPs); Personal Data Protection Act 2012; Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL); Dubai International Financial Centre (DIFC) Law No. 5 of 2020 on Data Protection (DPL); Abu Dhabi Global Market (ADGM) Data Protection Regulations 2021; Republic Act No. 10173; Data Privacy Act of 2012; Privacy Act of 2020 and the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act (CCPA/CPRA).

In the United States, TestingXperts also complies with specific privacy and website-related statutes, including the California Invasion of Privacy Act (CIPA), which governs electronic communications and interception; the California Online Privacy Protection Act (COPPA), which requires transparency in privacy disclosures on websites collecting Personal Data from California residents; and the Video Privacy Protection Act (VPPA), which safeguards personally identifiable video viewing information. Collectively, these frameworks establish enforceable rights for data subjects, such as access, rectification, erasure, portability, objection, and withdrawal of consent—and impose obligations on TestingXperts to ensure lawful, fair, transparent, and secure processing of Personal Data across its global operations.

Under the aforementioned legislations, data subjects may exercise the following rights in relation to the Personal Data held by us:

- (a) **Right of Access:** To obtain confirmation of and access to Personal Data processed
- (b) **Right to Rectification:** To request correction of inaccurate or incomplete data
- (c) **Right to Erasure:** To request deletion of data under lawful grounds
- (d) **Right to Restriction:** To request limitations on data processing in specific circumstances
- (e) **Right to Data Portability:** To receive Personal Data in a structured format or transmit it to another controller
- (f) **Right to Object:** To object to processing based on legitimate interests or for direct marketing
- (g) **Right to Withdraw Consent:** To revoke consent at any time, without affecting the lawfulness of prior processing

## 11. DATA SECURITY MEASURES

TestingXperts employs appropriate technical and organizational measures to protect Personal Data from unauthorized access, disclosure, alteration, or destruction. Access is restricted to authorized personnel subject to confidentiality obligations. Security measures are reviewed and updated periodically to address evolving risks and to ensure ongoing compliance with applicable data protection laws.

## 12. TREATMENT OF PRE-EXISTING COOKIES



If Cookies are disabled after initial activation, we will cease the use of such Cookies for future data collection. However, data obtained prior to the change in preferences may still be retained and processed in accordance with the retention terms outlined in this Policy and applicable legal requirements.

### **13. CONTACT INFORMATION**

We are committed to protecting the privacy of our users and handling Personal Data with care and transparency. For any questions, concerns, or requests related to this Cookie Policy or the processing of Personal Data, contact: [dpo@testingxperts.com](mailto:dpo@testingxperts.com). We will review and respond to your request in line with applicable data protection laws and our internal procedures.

### **14. REVISIONS TO THIS POLICY**

This Cookie Policy may be amended periodically to reflect changes in legal, regulatory, or operational requirements. Users are advised to review this Policy regularly to remain informed of any updates