

# Cookie policy

This Cookie Policy explains how Everbridge, Inc. (together with our subsidiaries and affiliates, “Everbridge,” “we,” “us,” and “our”) uses “cookies” and similar technologies (such as “web beacons,” “pixels,” or “tags”) on the Everbridge websites that link to this Cookie Policy (the “Websites”). It is designed to help you make informed decisions when using our Websites. Please take the time to read and understand this Cookie Policy. This Cookie Policy should be read together with our [Global Privacy Notice](#) and our [Terms of Use](#).

## What are cookies?

A cookie is a very small text file or piece of code, which often includes a unique identifier, that is created and placed onto your device when you visit a website. Cookies may collect information about your use of the website, such as the date and time of your visit, and how you interact with the website (pages viewed, buttons clicked, etc.). Among other things, Cookies enable website operators to identify your browser or device, enable the functionality of many website features (including, for example, the ability to log into an account), and in some cases, help present advertising that is relevant to you.

Similar to cookies, technologies known as “web beacons,” “pixels,” or “pixel tags” are tiny, often transparent, graphics placed on a website and used to collect information that, for example, allow website operators to count page views and understand how visitors interact with and respond to certain content.

For the purposes of the remainder of this Cookie Policy, we refer to cookies and the other technologies described above as “cookies”.

Everbridge uses “first-party cookies” and “third-party cookies”. First-party cookies are cookies placed by us. Third-party cookies are cookies placed by others, such as our advertising partners and data analytics providers. Information collected by third-party cookies will be shared with the relevant third party. Please refer to the relevant third party’s privacy notice for more details about the information they collect and how they use it. For example, we use Google Analytics to provide us with analytics data so that we can track our Websites’ performance. Google Analytics uses cookies to collect the data

needed to provide us with those analytics, and Google Analytics' use of that data is governed by its privacy policy, located [here](#).

## **How long do cookies last?**

Everbridge uses two types of cookies, persistent and session.

*Persistent cookies* are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser or device until they reach their individual expiry date or you manually delete them. For example, a persistent cookie is set once you've logged in to your Everbridge account for identity management and access control.

*Session cookies* are temporary cookies that are placed on your device during your browsing session and then are automatically erased when you close your browser.

## **What are cookies used for?**

Everbridge uses the following types of cookies:

*Essential Cookies/Strictly Necessary Cookies* – These cookies are necessary for the Websites to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the Websites will not then work.

*Functional Cookies* – These cookies enable the Websites to provide enhanced functionality and personalization. If you do not allow these cookies then some or all of these services may not function properly.

*Performance Cookies* – These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Websites. They help us to know which pages are the most and least popular and see how visitors interact with the Websites. If you do not allow these cookies we will not know when you have visited our Websites and will not be able to monitor their performance. These cookies may also measure the effectiveness of advertising.

*Targeting Cookies* – These cookies (also known as advertising cookies) may be set through our Websites by us or our third-party advertising partners. They may be used by us and those third parties to build a profile of your interests and show you relevant advertisements on other websites. They do this by uniquely identifying your browser or device. If you do not allow these cookies, you will experience less targeted advertising.

The table below sets out more information about the individual cookies we use on our Websites and the purposes for which they are used.

[INSERT COOKIE TABLE]

## **Managing cookies.**

There are various ways that you can manage your cookie preferences, but please be aware that in order to use some parts of our Websites you will need to allow certain essential or functional cookies. If you block or subsequently delete those cookies, some aspects of our Websites may not work properly and you may not be able to access all or part of our Websites.

Your options for managing your cookie preferences are set out below:

### *Through the Cookie Settings on our Websites*

If you are located in a country that requires us to obtain your consent for our use of non-essential cookies, then we will request that you provide such consent when you access our Websites. We may repeat this request on subsequent visits to our Websites, for example if you delete cookies from your browser or we need to request new consents from you. When we seek your consent, you will be able to decline to provide your consent, provide your consent for all cookies that we would like to use, or tailor your cookie preferences (i.e., provide your consent for some but not all non-essential cookies).

Regardless of your country of residence, you can change your cookie preferences and/or provide or withdraw your consent at any time by clicking the Cookie Settings link in the footer of the Websites.

Please be aware that changing your preference from “accept” to “reject” (or withdrawing your consent) does not remove the cookie from your browser or device and, in the case of targeting cookies, the cookie may still be used by third parties to show you personalized content and/or advertisements. To delete the cookie from your browser or device and prevent the data from the cookie being used in this way, please see the section titled “Using your browser settings or other tools” below.

### *Using your browser settings or other tools*

You can block the use of cookies generally (not just in respect of our Websites) by activating the relevant settings in your browser or device. For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit [All About Cookies](#).

Additionally, Everbridge currently supports Global Privacy Control (GPC), a specification designed to allow internet users to proactively notify businesses of their privacy preferences, such as whether or not they want to be tracked or have their personal information sold or shared with third parties for targeted advertising. The GPC consists of a setting or extension in the user's browser or mobile device and acts as a mechanism that our websites can use to honor the user's privacy settings. If you would like to use GPC, you can download and enable it via a participating browser or browser extension. If your browser has enabled GPC, it will override your preferences selected in the Websites' Cookie Settings.

If you do not want to be tracked by Google Analytics, you can install the [Google Analytics opt-out browser add-on](#) (but this will only work on certain browsers).

### **Questions and comments.**

If you have questions or comments about this Cookie Policy, please contact us by email at [privacy@everbridge.com](mailto:privacy@everbridge.com), by phone at +1-781-373-9800, or by mail at the following address:

Everbridge, Inc.

Attn: Privacy Officer

25 Corporate Drive, Suite 400

Burlington, MA 01803

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Previous Version:

[Everbridge Cookies Policy September 2023](#)