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RICHTER WEBSITE COOKIE POLICY

This page, along with our privacy policy (available at https://www.richter.ca/privacy-policy/), details our use of cookies on the Richter website (www.richter.ca). By using the Richter website, you indicate that you accept and agree to abide by this cookie policy and our privacy policy.

This cookie policy is current as of the "last revision date" noted at the top of this page.

This cookie policy addresses the following questions:

1.   **What is a cookie?**

2.   **What are cookies used for?**

3.   **How can you manage the use of cookies?**

4.   **Third-party cookies and analyses**

1.   WHAT IS A COOKIE?

Cookies are small text files sent by a website server and stored on a web browser so that they can be accessed later from that browser. They are saved in the browser directory (on your hard drive or other local storage media) and stored in RAM while the browser is running.

2.   WHAT ARE COOKIES USED FOR?

We use cookies to learn more about your interaction with our content, assist us in our promotional efforts and help us improve your experience when you visit our website. For example, some cookies memorize your preferences so you don't have to repeat your choices when you visit our website. To obtain visitor statistics, Richter also uses analytics tools to collect simple data such as domains, the time of day material is viewed and the types of browsers used to access our website. These tools use cookies to help collect this information. Please note that we may collect analytical data directly or use external analytics tools and services. Where possible, we collect and use this data in aggregate form so that it cannot be reasonably manipulated to identify a particular user within the group.

3.   HOW CAN YOU MANAGE THE USE OF COOKIES?

Through our cookie settings

You can control your cookie preferences through our cookie settings, available at https://www.richter.ca/

Through your browser

You can change your preferences for our website and/or the websites of any third-party provider by changing your browser settings. You can also delete cookies at any time. Please note that most browsers automatically accept cookies. If you don't want cookies to be used, you may therefore have to delete or block cookies yourself.

If you reject the use of cookies, you can still visit our website, but some features may not work properly. You can also visit www.allaboutcookies.org for more details on how to delete or reject cookies and for more information on cookies in general.

4.   THIRD-PARTY COOKIES AND ANALYSES

4.1 Duration of cookies

·   *Temporary cookies* (also known as "session cookies"): Temporary cookies are intended to remain in your browser only during your browsing session, i.e., until you close your browser.
·   *Persistent cookies:* Persistent cookies remain in your browser after your browsing session (unless they're deleted).

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4.   THIRD-PARTY COOKIES AND ANALYSES (CONT'D)

4.2 Source of cookies

- *Internal cookies:* Internal cookies are cookies issued from the richter.ca domain that are generally used to identify preferences (e.g., language preferences), ensure the basic functionality of the site or support our analytics tools or marketing efforts.
- *Third-party cookies:* Third-party cookies belong to and are managed by other parties. These cookies may be required for analytics tools or to enable certain ads to be displayed outside the Richter website.

4.3 Functions of cookies

Functionality cookies: Functionality cookies allow the website to remember choices you make (e.g., changes to text size, custom pages) or incorporate services such as blog comments.

Performance cookies: Performance cookies collect information about your use of the website, such as webpages visited and any error messages. These cookies do not collect information to identify an individual. The information collected is assembled in such a way as to remain anonymous. Performance cookies are used to improve the operation of a website.

Advertising or targeting cookies: Advertising or targeting cookies are used to improve advertising. Common applications include targeting ads based on information relevant to the user, as well as improving reporting on ad campaign performance and avoiding showing the user ads they have already seen.

The following table explains how we use cookies on this website.

STRICTLY NECESSARY COOKIES

Cookie Name	Domain	Cookie Type	Expiration	Description
_dc_gtm_UA-1927141-1	.richter.ca	First-party	1 minute	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.
li_gc	.linkedin.com	Third-party	6 months	Used to store guest consent to the use of cookies for non-essential purposes
AnalyticsSyncHistory	.linkedin.com	Third-party	1 month	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries.

PERFORMANCE COOKIES

Cookie Name	Domain	Path	Cookie Type	Expiration	Description
_ga	richter.ca	/	First-party	2 years	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_gid	richter.ca	/	First-party	1 day	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.

ADVERTISING OR TARGETING COOKIES

Cookie Name	Domain	Path	Cookie Type	Expiration	Description
UserMatchHistory	.linkedin.com	/	Third-party	1 month	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.
lidc	.linkedin.com	/	Third-party	1 day	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.
ln_or	www.richter.ca	/	First-party	1 day	Used for LinkedInd. This cookie is used to determine if Oribi analytics can be carried out on a specific domain. More details here: https://www.linkedin.com/legal/cookie-table
_fbp	www.richter.ca	/	Third-party	3 months	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers
bcookie	.linkedin.com	/	Third-party	1 year	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.
visitor_id138301	www2.richter.ca	/	First-party	10 years	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.
visitor_id138301	.pardot.com	/	Third-party	10 years	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.

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ADVERTISING OR TARGETING COOKIES (CONT'D)

Cookie Name	Domain	Path	Cookie Type	Expiration	Description
bscookie	.www.linkedin.com	/	Third-party	1 year	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
visitor_id138301	www.richter.ca	/	First-party	10 years	This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.
visitor_id138301-hash	.pardot.com	/	Third-party	10 years	Used for Pardot, this cookie is set for visitors by the Account Engagement Tracking Code. More details here: https://help.salesforce.com/s/article-View?id=sf.pardot_basics_cookies.htm&type=5
visitor_id138301-hash	www.richter.ca	/	First-party	10 years	Used for Pardot, this cookie is set for visitors by the Account Engagement Tracking Code. More details here: https://help.salesforce.com/s/article-View?id=sf.pardot_basics_cookies.htm&type=5
lpv138301	www2.richter.ca	/	First-party	30 minutes	Used for Pardot, this security cookie is set to keep us from tracking multiple page views on a single asset over a 30-minute session. More details here:
visitor_id138301-hash	www2.richter.ca	/	First-party	10 years	

FUNCTIONALITY COOKIES

Cookie Name	Domain	Path	Cookie Type	Expiration	Description
wp-wpml_current_language	www.richter.ca	/	First-party	Session	Stores the current language. By default, this cookie is set only for logged-in users. If you enable the language cookie to support AJAX filtering, this cookie will also be set for users who are not logged in.