

Cookie Policy

This policy describes our use and procedures of cookies. This Cookie Policy (hereinafter “Policy”) applies to <https://www.aginnovationusa.com/> (hereinafter “our website”) and governs data collection and usage regarding cookies and similar technologies. For purpose of this Policy, the terms “we” and “our” refer to AgInnovation, LLC.

What are cookies and similar technologies?

A cookie (or such similar technology) is a text file containing small amounts of information that websites you visit ask your browser to store on your device (such as your computer or mobile device) to remember information about you, your preferences, or your device information when you return to it. For example, such technologies can be used by websites to identify visitors, enable our website to function efficiently, personalize content, and permit online behavioral targeted advertising. “Similar technologies” include local objects (sometimes called flash cookies), web beacons, pixels, browser fingerprinting technologies, or any other technology that stores or accesses information on your device. This information does not usually allow us to identify you, but it can offer you a better user experience when visiting websites.

How long will cookies remain?

Cookies stay on your device(s) for differing amounts of time, depending on whether it is a “persistent” or “session” cookie:

Persistent cookies: These cookies are used to remember your preferences on our website, to analyze user behavior to establish patterns of usage and preferences, and to improve functionality of our website. They remain on your computer or device until they expire or they are deleted by you. They persist even after you close the browser and restart your computer.

Session cookies: These cookies are used to remember your activity during the course of the current website visit. They are temporary and only stay on your computer or device only until you stop the current browsing session.

What cookies do we use?

The types of cookies we use are listed below and fall under two categories, essential and optional. This means that what cookies we place when you visit our website will depend on your choice.

We use both first and third-party cookies, including session cookies and similar technologies. Any cookies that are set by the website that you are visiting are called first-party cookies, whilst any cookies which are from a domain different than the domain of the website you are visiting are called third-party cookies. These cookies are placed by someone other than us. An example of this is when we embed a link to a third-party website.

Functional and Required/Essential Cookies

Required cookies are cookies that are necessary for the operation of our website and use of its features, and therefore cannot be switched off in our systems. The information collected relates to the operation of our website (e.g., website scripting language and security tokens) and enables us to provide you with the service you have requested. These cookies do not store any personal data. These cookies are used solely to enable the transmission of a communication over an electronic communications network. Functional cookies are used to help us tailor our website to provide enhanced features and content based on how you have used our website previously and set up other customization, such as remembering usernames, geolocation, and website choices you have made, for example, the country you visit our website from, your language, and any changes you have made to text size and other parts of the web pages that you can customize to improve your user experience. If you do not allow these cookies, then some or all of these services may not function properly on our website. The use of these cookies for the purposes described above is based on our legitimate interest to ensure the proper technical functioning of and access to our website and to provide you with the service(s) you have expressly requested. Below is a list of functional and required cookies used by our website.

Cookie Name	Purpose	Duration
XSRF-TOKEN	Used for security reasons	Session
hs	Used for security reasons	Session
svSession	Used in connection with user login	12 months
SSR-caching	Used to indicate the system from which the site was rendered	1 minute
_wixCIDX	Used for system monitoring/debugging	3 months
_wix_browser_sess	Used for system monitoring/debugging	Session
consent-policy	Used for cookie banner parameters	12 months
smSession	Used to identify logged in site member	Session
TS*	Used for security and anti-fraud reasons	Session
bSession	Used for stability/effectiveness measurement	30 minutes
fedops.logger.X	Used for stability/effectiveness measurement	12 months
wixLanguage	Used on multilingual websites to save user language preference	12 months

Analytics and Performance Cookies

These cookies are optional and are used to collect information on how visitors use our website and how we can improve user experience. Information collected by these cookies is used only to improve the use of our website by our visitors. More particularly, analytics and performance cookies collect information about how you use our website, e.g., which pages you visit, how often, whether errors are encountered, and how we can improve your experience.

These cookies are sometimes placed by third-party providers of web traffic and analysis services. For example, the AgInnovation website is hosted by Wix, which supports Wix Analytics Reports. Wix further supports business solutions, third-party apps, and third-party integrations (e.g., Google Analytics) which may place additional cookies. The information these cookies collect is generally used for statistical purposes and is aggregated and therefore anonymous. If you do not allow these cookies we will not know when people have visited our website and will not be able to monitor its performance.

Targeting and Advertising Cookies

These cookies provide information about user interaction with our content to help us and third parties (including advertisers) deliver relevant advertisements and measure the effectiveness of advertising campaigns. However, these cookies are anonymous and cannot be linked to your user account.

How to Manage Cookie Preferences

As a user, you have the right to reject, delete, or otherwise limit the use of any and all types of cookies used while visiting our website. Because we respect your right to privacy, you can choose not to allow some types of cookies. Using our Cookie Consent Manager, you can select different categories of cookies to change our default settings. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer. Please note that you cannot opt-out of our Functional and Requires Cookies as they are deployed in order to ensure the proper functioning of our website.

Changes to our Cookies Notice

If we change anything important about this Cookie Notice we will notify you through a pop-up on our website for a reasonable length of time prior to or following the change, or another appropriate method. You may review the Cookies Notice by visiting our website and clicking on the cookies notice link at the bottom of the page.

Contact

If you have any questions, please contact us at contact@aginnovationusa.com or +1 209-367-4109. Please note that you have the right to file a complaint with the competent Data Protection Authority.

This Cookies Notice was last updated on January 2, 2024.