

COOKIE POLICY

Last update: September 22, 2023

1) Introduction

Neolegal uses cookies to enhance the online customer experience. This cookie policy explains how Neolegal uses cookies and the options you have to control them.

2) Definitions

Cookie: A file created on your computer by a web browser that collects persistent cookies from your visit to the Neolegal site. A persistent cookie is stored in a file on the client's computer by the browser and can be retrieved by Neolegal's server when visited and after a subsequent connection.

Essential cookies: These cookies are necessary for the basic operation of a site. They enable you to navigate the site properly and use its essential functions.

Performance cookies: These cookies help to collect anonymous information, such as how visitors use a website. This allows us to improve the performance of our site and to understand the interactions between the site and the visitor.

Functionality cookies: These files are used to memorize the choices made by visitors on a site in order to provide visitors with a personalized experience.

Targeting and advertising cookies: These cookies are used to display ads based on visitors' interests.

At Neolegal, we don't necessarily use all these types of files. Our customers come from 4 types of places:

When the user comes from an ad, Google collects data that remains hashed and is not read by us. The data captured is as follows: Campaign and/or ad group ID, keyword, search query, time, ad and ad position, and type of device used.

When the user arrives on the Neolegal site using an organic search, we will be able to see the type of device used, what they searched for, where they came from (for example: from Google, a third-party website, e-mail, etc.), the day they visited our site, whether they are currently online and where they are on the site. For the last two options, we receive this information collectively.

We retarget users who have already visited our site according to the pages they have visited.

For users who have submitted a form, they consent to us using the information provided to contact them, either by e-mail or telephone, to respond to their request. We rarely remarket, and we offer everyone the opportunity to opt out of our lists.

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For users who have submitted a form, they consent to us using the information provided to contact them, either by e-mail or telephone number. We will ask users for permission to use their information for other purposes, such as remarketing.

4) Consent

By using the Neolegal site, you consent to the use of cookies in accordance with this policy.

5) Updating of Cookie Policy

Neolegal reserves the right to update this cookie policy to reflect various changes in practices, as well as to meet legal requirements.

6) Contact information

If you have any questions regarding our cookie policy, please contact us at the following address.

Confidentialite@neolegal.ca