Cookie Policy

Cookie Policy

Effective Date: 09.02.2026

1. Introduction

This Cookie Policy explains how SecureIT (ITSecurity ehf.) ("we," "us," "our") uses cookies and similar tracking technologies on our website secureit.is (the "Website").

This policy should be read together with our Privacy Policy and Terms o

We use cookies to improve your experience. We will only use non-essential cookies if you have given us your consent via our Cookie Banner. You can manage your cookie preferences as described below.

2. What Are Cookies?

Cookies are small text files that are placed on your computer, smartphone, or other device when you visit a website. They are widely used to make websites work more efficiently and provide information to website owners.

Cookies typically contain:

- The name of the website that placed the cookie

- The lifespan of the cookie

- A unique number or identifier

3. Why We Use Cookies

We use cookies to:

- Ensure our Website functions properly

- Detect and prevent cyber attacks

- Understand how visitors use our Website

- Improve your browsing experience

- Remember your preferences and settings

- Analyze Website performance and traffic

- Deliver relevant marketing content

- Measure the effectiveness of our marketing campaigns

4. Types of Cookies We Use

4.1 Classification by Lifespan

Session Cookies

- Temporary cookies that expire when you close your browser

- Used to maintain your session while browsing our Website

- Deleted automatically when you leave the Website

Persistent Cookies

- Remain on your device for a set period or until you delete them

- Used to remember your preferences and analyze long-term usage patterns

- Help us recognize you when you return to our Website

4.2 Classification by Purpose

Strictly Necessary Cookies

These cookies are essential for the Website to function and cannot be disabled in our systems.

Purpose:

- Enable basic Website functionality

- Maintain security and prevent fraud

- Remember your cookie consent preferences

- Support load balancing across servers

Legal Basis: Legitimate interests and necessary for Website operation

These cookies do not require your consent under GDPR.

Cookie Name	Provider	Purpose	Duration
[Cookie name]	SecureIT	Session management	Session
[Cookie name]	SecureIT	Security token	24 hours
[Cookie name]	SecureIT	Cookie consent status	1 year

Analytics and Performance Cookies

These cookies help us understand how visitors interact with our Website by collecting and reporting information anonymously.

Purpose:

- Count visits and traffic sources

- Measure Website performance

- Identify popular pages and content

- Understand user navigation patterns

- Improve Website functionality

Legal Basis: Consent (required under GDPR)

Google Analytics Cookies

We use Google Analytics to analyze Website usage. Google Analytics uses cookies to collect information about your use of the Website.

Cookie Name	Provider	Purpose	Duration
_ga	Google	Distinguishes unique users	2 years
_gid	Google	Distinguishes unique users	24 hours
_gat	Google	Throttles request rate	1 minute
ga<container-id>	Google	Persists session state	2 years

Data Collected:

- Pages visited and time spent

- Referring website

- Browser and device information

- Anonymized IP address

- Geographic location (country/city)

- Click patterns and scrolling behavior

Data Sharing: Information collected by Google Analytics may be transmitted to and stored on Google servers, including servers located in the United States. We have activated IP Anonymization, which shortens your IP address within the EEA before being transmitted to the US.

More Information:

- Google Analytics Privacy: https://support.google.com/analytics/answer/6004245

- Google Privacy Policy: https://policies.google.com/privacy

Marketing and Targeting Cookies

These cookies track your browsing activity to deliver personalized advertising and measure marketing campaign effectiveness.

Purpose:

- Track website visits for marketing purposes

- Deliver relevant advertisements

- Measure ad campaign performance

- Build marketing profiles

- Support remarketing campaigns

Legal Basis: Consent (required under GDPR)

HubSpot Cookies

We use HubSpot for marketing automation, customer relationship management, and analytics.

Cookie Name	Provider	Purpose	Duration
__hstc	HubSpot	Tracks visitors	13 months
__hssc	HubSpot	Tracks sessions	30 minutes
__hssrc	HubSpot	Session continuity	Session
hubspotutk	HubSpot	Keeps track of visitor identity	13 months
messagesUtk	HubSpot	Chatbot functionality	13 months

Data Collected:

- Contact form submissions

- Email engagement (opens, clicks)

- Page views and website behavior

- Source of website visit

- Chat interactions

- Device and browser information

Data Sharing: HubSpot may transfer and store data on servers located in the United States and other countries.

More Information:

- HubSpot Privacy Policy: https://legal.hubspot.com/privacy-policy

- HubSpot Cookie Policy: https://legal.hubspot.com/cookie-policy

5. Third-Party Cookies

Some cookies on our Website are placed by third-party services. We do not control these cookies or the data collected by third parties.

Third parties setting cookies on our Website:

- Google LLC (Google Analytics)

- HubSpot Inc. (HubSpot)

Our third-party providers, Google and HubSpot, participate in the EU-U.S. Data Privacy Framework, ensuring that data transferred to the US receives an adequate level of protection comparable to GDPR standards.

These third parties have their own privacy and cookie policies. We recommend reviewing their policies to understand their data practices.

6. How to Manage Cookies

You have several options to manage or disable cookies:

6.1 Cookie Consent Banner

When you first visit our Website, you'll see a cookie consent banner. You can:

- Accept all cookies

- Reject non-essential cookies

- Customize your preferences

You can change your preferences at any time by clicking the "Cookie Settings" link in our website footer.

6.2 Browser Settings

You can control cookies through your browser settings. Here's how:

Google Chrome:

1. Click the three dots menu > Settings

2. Click "Privacy and security" > "Cookies and other site data"

3. Choose your preferred setting

Mozilla Firefox:

1. Click menu > Options

2. Select "Privacy & Security"

3. Under "Cookies and Site Data," choose your settings

Safari:

1. Click Safari > Preferences

2. Go to "Privacy" tab

3. Choose "Block all cookies" or customize settings

Microsoft Edge:

1. Click the three dots menu > Settings

2. Click "Cookies and site permissions"

3. Click "Cookies and site data"

4. Choose your preferred setting

Note: Blocking all cookies may affect Website functionality. Some features may not work properly.

6.3 Opt-Out Tools

Google Analytics Opt-Out:
Install the Google Analytics Opt-out Browser Add-on:
https://tools.google.com/dlpage/gaoptout

HubSpot Opt-Out:

- Adjust preferences in our cookie banner

- Email us at legal@secureit.is to opt out

- Visit HubSpot's opt-out page: https://www.hubspot.com/legal/privacy-policy#choices

6.4 Mobile Devices

iOS (Safari):
Settings > Safari > Block All Cookies

Android (Chrome):
Chrome app > Settings > Site settings > Cookies

7. Do Not Track Signals

Some browsers have "Do Not Track" (DNT) features. Currently, there is no universal standard for how websites should respond to DNT signals.

We do not currently respond to DNT signals, but you can control cookies through the methods described above.

8. Cookies and Personal Data

8.1 Data Protection

Cookie data is treated as personal data under GDPR when it can identify you. We process cookie data in accordance with our Privacy Policy.

8.2 Your Rights

You have the right to:

- Access cookie data we hold about you

- Request deletion of cookie data

- Object to cookie processing

- Withdraw consent at any time

To exercise these rights, see Section 10 below.

8.3 Data Retention

Cookie data is retained according to the durations specified in Section 4. After expiry:

- Session cookies are deleted immediately

- Persistent cookies remain until their expiry date or manual deletion

- Analytics data is retained according to Google Analytics and HubSpot retention settings

9. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect:

- Changes in cookie usage

- New technologies

- Legal or regulatory requirements

- Changes to our services

Notification of Changes:

- Updated policy will be posted on this page

- "Effective Date" at the top will be updated

- Material changes may be notified via email or Website banner

Your Responsibility: Please review this Cookie Policy periodically.

10. Contact Us

If you have questions about our use of cookies or this Cookie Policy, please contact us:

SecureIT (ITSecurity ehf.)

Hlíðarvegur 55

200 Kópavogur

Iceland

Email: legal@secureit.is

Phone: +354 888 4268

Website: https://secureit.is

Data Protection Authority

If you have concerns about our cookie practices, you may contact the Icelandic Data Protection Authority (Persónuvernd):

Persónuvernd

Laugavegi 166

105 Reykjavík

Iceland

Email: postur@personuvernd.is

Phone: +354 510 9600

Website: https://www.personuvernd.is

11. Additional Resources

Learn More About Cookies:

- All About Cookies: https://www.allaboutcookies.org

- European Commission Cookie Information:
  https://ec.europa.eu/info/cookies_en

- ICO Cookie Guidance: https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/

Third-Party Privacy Policies:

- Google Privacy Policy: https://policies.google.com/privacy

- Google Analytics Data Usage:
  https://support.google.com/analytics/answer/6004245

- HubSpot Privacy Policy: https://legal.hubspot.com/privacy-policy

Last Updated: 09.02.2026

Note: This Cookie Policy is effective as of the date above and supersedes all previous versions.