



# H4 ENTERPRISES, LLC COOKIE POLICY

## 1. ABOUT THIS COOKIE POLICY

This Cookie Policy explains how H4 Enterprises, LLC ("H4," "we," "us," or "our") uses cookies and similar tracking technologies on our website h4ent.com and related digital platforms.

### Company Information:

H4 Enterprises, LLC  
4200 Morganton Rd, Suite 202  
Fayetteville, NC 28314  
Email: [privacy@h4ent.com](mailto:privacy@h4ent.com)

## 2. WHAT ARE COOKIES?

Cookies are small text files stored on your device (computer, tablet, or mobile phone) when you visit a website. They help websites remember information about your visit, making it easier to visit again and making the site more useful to you. Cookies serve various purposes including enhancing security, improving functionality, and providing analytics insights.

## 3. TYPES OF COOKIES WE USE

### Essential Cookies (Always Active)

These cookies are necessary for our website to function properly and cannot be disabled without affecting core functionality.

### Purpose:

- Website security and user authentication
- Session management and user preferences
- Load balancing and performance optimization



- Compliance with accessibility requirements
- Fraud prevention and security monitoring

**Examples:**

- Session identifiers for secure login to client portals
- Security tokens to prevent cross-site request forgery attacks
- Language and accessibility preferences
- Shopping cart functionality for service requests
- Authentication cookies for Syncromesh and Grace platform access

**Legal Basis:** Legitimate interest for essential website functionality

**Retention:** Session cookies are deleted when you close your browser; persistent essential cookies are retained for up to 1 year

**Analytics Cookies (Consent Required)**

These cookies help us understand how visitors use our website so we can improve performance and user experience.

**Purpose:**

- Analyze website traffic and user behavior patterns
- Identify popular content, services, and user journey paths
- Understand conversion rates and form completion
- Measure website performance, load times, and error rates
- Generate insights for website optimization and content strategy



### **Third-Party Services Used:**

- Google Analytics (with IP anonymization enabled)
- Adobe Analytics (for advanced user journey analysis)
- Hotjar (for user experience heatmaps and session recordings)
- Data Collected:
  - Page views, session duration, and bounce rates
  - Click patterns, navigation paths, and scroll behavior
  - Device and browser information (anonymized)
  - General geographic location (city/region level)
  - Traffic sources and referral information

**Retention:** Up to 26 months (Google Analytics); 12 months (other analytics tools)

### **Functional Cookies (Consent Required)**

These cookies enable enhanced functionality and personalization features.

### **Purpose:**

- Remember your preferences and settings across visits
- Provide personalized content recommendations
- Enable advanced website features and tools
- Improve user experience with customized interfaces
- Support multi-language and accessibility features

### **Examples:**



- Preferred contact method and communication frequency
- Customized dashboard settings for client portals
- Content personalization based on industry and interests
- Form auto-completion for returning visitors
- Timezone and regional preferences for Syncromesh platform users

**Retention:** Up to 12 months or until preferences are changed

### **Marketing Cookies (Consent Required)**

These cookies are used to deliver relevant advertisements and measure marketing campaign effectiveness.

### **Purpose:**

- Display relevant ads on other websites you visit
- Measure effectiveness of marketing campaigns and content
- Build audience profiles for targeted marketing (anonymized)
- Retarget visitors with relevant H4 services and content
- Track conversion from marketing efforts to business inquiries

### **Third-Party Services:**

- Google Ads and Google Marketing Platform
- LinkedIn Insight Tag and Campaign Manager
- Microsoft Advertising (Bing Ads)
- Facebook/Meta Advertising Platform
- Industry-specific advertising networks



### **Data Collected:**

- Website visits and interaction patterns
- Ad engagement and click-through rates
- Conversion tracking for form submissions and inquiries
- Interest categories based on content consumption
- Cross-device activity correlation (where consented)

**Retention:** Up to 12 months for advertising cookies; may vary by third-party service

## **4. HOW LONG DO COOKIES STAY ON MY DEVICE?**

Session Cookies: Automatically deleted when you close your browser

Persistent Cookies: Remain on your device for specific periods:

- Essential cookies: Up to 1 year
- Analytics cookies: Up to 26 months (Google Analytics standard)
- Marketing cookies: Up to 12 months
- Functional cookies: Up to 12 months or until you change preferences

## **5. MANAGING YOUR COOKIE PREFERENCES**

### **Our Cookie Consent Management**

When you first visit our website, you'll see a cookie consent banner that allows you to:

- Accept All Cookies: Consent to all cookie categories for optimal website experience
- Reject Non-Essential Cookies: Use only essential cookies required for basic functionality



- Customize Cookie Preferences: Select specific categories of cookies you're comfortable with
- Learn More: Access detailed information about our cookie practices

You can change your preferences at any time by:

- Clicking the "Cookie Settings" link in our website footer
- Using the cookie preference center accessible from any page
- Contacting us directly at [privacy@h4ent.com](mailto:privacy@h4ent.com)

## **Browser Settings**

You can also control cookies through your browser settings:

- Google Chrome: Settings > Privacy and Security > Cookies and other site data
- Mozilla Firefox: Settings > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Cookies and website data
- Microsoft Edge: Settings > Cookies and site permissions
- Internet Explorer: Tools > Internet Options > Privacy

Note: Disabling cookies may affect website functionality and your user experience.

## **Third-Party Opt-Out Tools**

- For marketing cookies, you can also opt-out through industry tools:
- Google Ads Settings: <https://adssettings.google.com>
- Network Advertising Initiative: <http://optout.networkadvertising.org>
- Digital Advertising Alliance: <http://www.aboutads.info/choices>
- European Interactive Digital Advertising Alliance:  
<http://www.youronlinechoices.eu>

## **6. IMPACT OF DISABLING COOKIES**



## Essential Cookies

Disabling these cookies may:

- Prevent proper website functionality and navigation
- Disable security features and user authentication
- Affect accessibility features and user preferences
- Impact form submission and inquiry processes

## Analytics Cookies

Disabling these cookies:

- Won't affect your browsing experience or website functionality
- Will prevent us from understanding how our website is used
- May result in less optimized website performance over time
- Won't impact your access to H4 services or information

## Functional Cookies

Disabling these cookies may:

- Reduce website personalization and convenience features
- Require you to re-enter preferences on each visit
- Affect customized content recommendations
- Impact advanced features in client portals

## Marketing Cookies

Disabling these cookies:

- Won't affect website functionality or access to information
- May result in less relevant advertising on other websites



- Will prevent us from measuring marketing campaign effectiveness
- May result in seeing more generic, less targeted content

## 7. THIRD-PARTY COOKIES

Some cookies on our website are set by third-party services we use to enhance functionality and measure performance:

- Google Services
- Purpose: Website analytics, advertising, and enhanced functionality
- Privacy Policy: <https://policies.google.com/privacy>
- Opt-out: <https://tools.google.com/dlpage/gaoptout>
- Data Processing: Google Analytics with IP anonymization enabled

### LinkedIn

- Purpose: Professional networking integration and B2B advertising
- Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>
- Opt-out: Through LinkedIn settings or industry opt-out tools

### Microsoft/Bing

- Purpose: Search engine marketing and advertising measurement
- Privacy Policy: <https://privacy.microsoft.com/privacystatement>
- Opt-out: Through Microsoft advertising settings

### Adobe Analytics

- Purpose: Advanced website analytics and user experience optimization
- Privacy Policy: <https://www.adobe.com/privacy.html>



- Opt-out: Through Adobe privacy settings

## **8. GOVERNMENT AND SECURITY CONSIDERATIONS**

As a provider of services to government entities, H4 Enterprises ensures that:

- Cookie practices comply with government security requirements and guidelines
- No sensitive government information is stored in cookies or tracking technologies
- Third-party cookies meet security clearance standards where applicable
- All tracking technologies respect classification levels and security protocols
- Government client data is handled separately with enhanced security measures

### **Classified Information**

Cookies and tracking technologies are not used on systems or platforms handling classified information. Separate security protocols apply to classified environments.

## **9. MOBILE APPS AND OTHER PLATFORMS**

This Cookie Policy applies specifically to our website h4ent.com. Our mobile applications, Syncromesh platform, Grace system, and other digital platforms may use different tracking technologies, which are covered in their respective privacy policies and terms of service.

## **10. COOKIES AND PRIVACY LAWS**

Our cookie practices comply with applicable privacy laws including:

- EU ePrivacy Directive and GDPR: Consent requirements for non-essential cookies



- California Consumer Privacy Act (CCPA): Transparency and opt-out rights
- State Privacy Laws: Compliance with Virginia, Colorado, Connecticut, and other state requirements
- Federal Requirements: Government contract privacy and security obligations

## 11. UPDATES TO THIS COOKIE POLICY

We may update this Cookie Policy to reflect changes in:

- Our cookie practices and technologies used
- Legal requirements and regulatory guidelines
- Technology implementations and third-party services
- Business operations and service offerings

Material changes will be communicated through:

- Email notification to registered users and active clients
- Website banner notification for 30 days
- Updated "Last Modified" date
- Direct notification for government contract personnel where required

## 12. CONTACT INFORMATION

For questions about our cookie practices, to exercise your preferences, or for technical support:

### General Cookie Inquiries:

Email: [privacy@h4ent.com](mailto:privacy@h4ent.com)

Phone: [INSERT PHONE NUMBER]

Technical Support:



Email: [support@h4ent.com](mailto:support@h4ent.com)

Phone: [INSERT SUPPORT NUMBER]

Government Contract Inquiries:

Email: [government-privacy@h4ent.com](mailto:government-privacy@h4ent.com)

**Mailing Address:**

H4 Enterprises, LLC

Attn: Privacy Officer

4200 Morganton Rd, Suite 202

Fayetteville, NC 28314

This Cookie Policy was last updated on [DATE] and is effective as of [DATE].