



Cookie Policy

This Cookie Policy explains how Salem Automation LLC (“Company”, “we”, “us” and “our”) uses cookies and similar technologies to recognize you when you visit our website at <https://salemautomation.com> (“Website”). This document explains what these technologies are and why we use them, as well as your rights to control our use of them. In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information. For further information on how we use, store and keep your personal data secure, see our [privacy policy](#).

What are cookies?

Cookies are small pieces of data stored in text files that are saved on your computer or other devices when websites are loaded in a browser. They are widely used to remember you and your preferences, either for a single visit (through a “session cookie”) or for multiple repeat visits (using a “persistent cookie”). Most of our cookies are session cookies or have expiration periods that range from 30 days to 2 years.

Session cookies are temporary cookies that are used during the course of your visit to the Website, and they expire when you close the web browser.

Persistent cookies are used to remember your preferences within our Website and remain on your desktop or mobile device even after you close your browser or restart your computer. They ensure a consistent and efficient experience for you while visiting the Website and Services.

Cookies may be set by the Website (“first-party cookies”), or by third parties, such as those who serve content or provide advertising or analytics services on the Website (“third party cookies”). These third parties can recognize you when you visit our website and also when you visit certain other websites.

Why do we use cookies?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as “essential” or “strictly necessary” cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Website for advertising, analytics, and other purposes.

What type of cookies do we use?

Essential Cookies

These cookies are necessary for the website to function properly. They enable core functionality such as security, network management, and accessibility. You cannot opt-out of these cookies without affecting how our website functions.

Examples:

- Session management cookies.
- Security cookies.
- Load balancing cookies.

Performance and Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. This helps us improve our website’s performance and user experience.

Examples:

- Google Analytics cookies.
- Website performance monitoring.
- Error tracking and debugging.



Functional Cookies

These cookies may be used to deliver targeted content and advertisements relevant to your interests. They help us measure the effectiveness of our marketing campaigns and may track your browsing habits across different websites.

Examples:

- Google Ads cookies.
- LinkedIn advertising cookies.
- Marketing automation platform cookies.
- Conversion tracking cookies.

Third-Party Cookies

We may use third-party services that place cookies on your device. These services include:

- **Google Analytics:** For website analytics and performance monitoring.
- **Google Ads:** For advertising and conversion tracking
- **LinkedIn:** For professional networking integration and advertising
- **Salesforce:** For customer relationship management
- **Other marketing platforms:** As needed for business operations.

Each third-party service has its own privacy policy governing the use of cookies.

Managing your cookie preferences

Browser Settings

You can control and manage cookies through your web browser settings. Most browsers allow you to:

- View cookies stored on your device.
- Delete existing cookies.
- Block cookies from being sent.
- Set preferences for specific websites.

NOTE: Disabling certain cookies may impact the functionality of our website.

For more information on how to manage cookies on the most popular browsers, refer to the following webpages:

- [Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Edge](#)
- [Opera](#)

Opt-Out Options

For specific third-party cookies, you can opt-out directly:

- Google Analytics: [Google Analytics Opt-out Browser Add-on](#)
- Google Ads: [Google Ads Settings](#)
- LinkedIn: [LinkedIn Privacy Settings](#)

Mobile Devices

For mobile devices, you can typically manage cookie preferences through your device's browser settings or through the device's privacy settings.



Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation, or our business practices. We will post any changes on this page with an updated revision date.

Your Rights

Depending on your location, you may have certain rights regarding cookies and personal data processing:

- Right to be informed about cookie usage.
- Right to opt-out of non-essential cookies.
- Right to access information about cookies we use.
- Right to request deletion of cookie data.

For residents of the European Union, additional rights may apply under the General Data Protection Regulation (GDPR).

Contact Information

If you have any questions, concerns, or complaints regarding this Policy or the use of cookies, we encourage you to contact us using the details below:

Salem Automation, LLC.

3909 Westpoint Blvd #C
Winston-Salem, North Carolina 27103

Email Address:

info@salemautomation.com

Phone Number:

+1 (336) 661-0890

This document was last updated September 12, 2025.