

Cookie Policy

To make various websites managed by IMADA Co, Ltd. (“**IMADA**”) work properly, IMADA sometimes places small data files called cookies on your device.

What are cookies and similar technologies?

● Cookie

A cookie is a small text file that various websites store on your computer or mobile device when you visit the site.

First party cookies are cookies set by the websites you are visiting. Only that website can read them. In addition, a website might potentially use external services, which also set their own cookies, known as third-party cookies.

Persistent cookies are cookies saved on your computer and that are not deleted automatically when you quit your browser, unlike a session cookie, which is deleted when you quit your browser.

When you visit a website operated by IMADA for the first time, or when your previously given cookie consent has become invalid, you will be prompted to choose whether to accept or reject cookies.

The purpose is to enable the site to remember your preferences (such as user name, language, etc.) for a certain period of time.

That way, you do not have to re-enter them when browsing around the site during the same visit.

Cookies can also be used to establish anonymised statistics about the browsing experience on IMADA’s sites.

● Web storage

Web storage, where information is stored within the browser by websites, etc., comprises two types: local storage and session storage. Unlike session storage, which is erased when the browser is closed, local storage retains its information even after the browser is shut down.

● Web beacon

Web beacons are used in email newsletters, etc. A tiny 1-pixel image is used; when the recipient views the email or clicks a link, it communicates with the server, tracking the IP address and specific clicks to collect data.

How does IMADA use cookies or similar technologies?

The websites managed by IMADA **primarily** use first-party cookies that are set and managed by IMADA. These cookies are controlled by IMADA and are not managed by third parties.

However, certain pages or features of IMADA's websites may involve the use of cookies or similar technologies provided by third-party services.

The first-party cookies and similar technologies used by IMADA are categorized and utilized in accordance with the classifications set out below.

Based on the following classification, the first-party cookie or similar technologies IMADA use are to:

1. Always Required
2. Analytics
3. Personalization
4. Video Embedding (Youtube)
5. Demo Equipment Trial System (Available only in Japan)

1. Always Required

These cookies are essential for the website to function properly and cannot be switched off within the user's system. They are typically only set in response to user actions that correspond to service requests, such as privacy settings, logins, or form submissions. While it is possible to configure your browser to block/warn about these cookies, some parts of the site may cease to function. These cookies do not store any personally identifiable information. Specifically, they record the following:

Cookie Name	Provider	Purpose	Duration	Cookie Type
XSRF-TOKEN	IMADA Co., Ltd.	On www.forcegauge.net , To protect user sessions from CSRF attacks. The token is validated upon form submission.	Until session expiry	1st party
Imada_session	IMADA Co., Ltd.	On www.forcegauge.net , To store the user's session ID on the server side. This maintains the user's state and login information across multiple requests.	Until the session ends	1st party

2. Analytics or similar technologies

These cookies enable us to count visitor numbers and communication traffic sources, helping us to assess and improve our website's performance. It assists in identifying the most popular and least popular pages, and understanding how visitors navigate through the site. All information collected by these cookies is aggregated, ensuring anonymity is maintained. Should you decline this cookie, we will not be aware of your visit to our website.

Cookie Name	Provider	Purpose	Duration	Cookie, etc. Type
_ga_XXXXXXXXXX	Google Analytics	On https://www.forcegauge.net/ & https://force-channel.com/ , To maintain information about session state and traffic sources. Holds property-specific data in GA4 (Google Analytics 4)	399 days	1st party
_ga	Google Analytics	On https://www.forcegauge.net/ & https://force-channel.com/ , The primary cookie used to identify visitors to the website. It uniquely distinguishes individual users and is utilised to calculate statistical data such as sessions, users, and campaigns.	399 days	1st party
zft-sdc	ZOHO Pagesense	On https://www.imada-connected.com/ , To identify whether this is the first request to the server. It also identifies the entry page and is used for session calculation.	1 year	1st party
zsc{projectkey}	ZOHO Pagesense	On https://www.imada-connected.com/ , To identify the current session.	1 year	1st party
zabHMBucket	ZOHO Pagesense	On https://www.imada-connected.com/ , To identify the heatmap being tracked on a web page.	1 year	1st party
zpsfa_{exp_key}	ZOHO Pagesense	On https://www.imada-connected.com/ , To track the paths visitors take, and to count the number of visitors who drop off during the funnel.	1 month	1st party
zfa{exp_key}	ZOHO Pagesense	On https://www.imada-connected.com/ , To track user conversions.	1 hour	1st party
zsr {expkey}	ZOHO Pagesense	On https://www.imada-connected.com/ , To map user operations performed within a session.	2 hours	1st party
zsd{sessionId}	ZOHO Pagesense	On https://www.imada-connected.com/ , To identify and distinguish the session start time, last operation	2 hours	1st party

		time, and number of pages viewed.		
ps_payloadSeqId:	ZOHO Pagesense	On https://www.imada-connected.com/ , To track duplicate session data.	2 hours	1st party
{exp_id}+"popup"	ZOHO Pagesense	On https://www.imada-connected.com/ , To track user impressions and determine whether they responded to the pop-up.	1 year	1st party
zps-tgr-dts	ZOHO Pagesense	On https://www.imada-connected.com/ , To activate experiments based on specified trigger conditions.	1 year	1st party
"zpspb" + {exp_id}	ZOHO Pagesense	On https://www.imada-connected.com/ , To track user actions, such as impressions and answered/unanswered pop-ups.	1 year	1st party
zpsPopupBucket	ZOHO Pagesense	On https://www.imada-connected.com/ , To identify and distinguish pop-up experiments offered on web pages.	1 year	1st party
"zpssr" + {current time in milliseconds}	ZOHO Pagesense	On https://www.imada-connected.com/ , To identify and distinguish the top-level domain in session recording experiments.	Immediate deletion	1st party
payloadQueue	ZOHO Pagesense	On https://www.imada-connected.com/ , To resend cancelled or failed requests and prevent data loss during session recording.	Indefinite	Local Storage
{expId}	ZOHO Pagesense	On https://www.imada-connected.com/ , Tracking visitor data during sessions	Indefinite	Local Storage
tabUid	ZOHO Pagesense	On https://www.imada-connected.com/ , To map all user operations performed within each tab during a session.	Until browser is closed	Session Storage

3. Personalization

These cookies enhance the functionality of the website and enable personalisation. They may be set by us or by third parties providing services added to our site. Should you decline these cookies, some or all services may not function correctly.

Cookie Name	Provider	Purpose	Duration	Cookie Type
pll_language	IMADA Co., Ltd.	On https://force-channel.com/ , This cookie remembers the language last viewed by the visitor and controls the language display.	364 days	1st party
zpc< projectkey>	ZOHO Pagesense	On https://www.imada-connected.com/ , To prevent banners from reappearing when the same visitor accesses the website again.	1 year	1st party

4. Video Embedding (Youtube)

To provide video content, www.forcegauge.net uses YouTube video embedding services provided by Google LLC.

● Privacy Considerations

www.forcegauge.net uses YouTube's Privacy-Enhanced Mode (youtube-nocookie.com). This mode is designed to prevent advertising-related cookies that are normally associated with standard YouTube embeds from being set when a page is viewed.

● Data Transmission When Playing Videos

When you click the play button on an embedded video, information may be transmitted to YouTube (Google LLC), and cookies or similar technologies may be used for purposes necessary to provide and deliver the video content, prevent misuse, and operate YouTube services.

If you are logged into your Google Account, information relating to your viewing activity may be associated with your Google Account.

● Additional Information

For more information about how Google LLC collects and uses data, please refer to Google's Privacy Policy.

5. Demo Equipment Trial System (Available only in Japan)

www.forcegauge.net uses a dedicated business system, ACS, provided by Apto Co., Ltd., to receive and manage applications for its demo equipment evaluation service.

When you use the demo equipment application form, cookies and similar technologies may be used to retain information entered into the form, manage application details, and track the processing status of your request.

These cookies and similar technologies are used only to the extent necessary for the provision and operation of the demo equipment evaluation service and are not used for advertising or marketing purposes.

Information submitted through the application form will be used for purposes such as selecting appropriate demo equipment, processing reservations, arranging shipments, and carrying out other activities necessary to provide the demo equipment evaluation service.

Third -Party Cookies and External Providers

Certain pages on our website may display content provided by external services, such as YouTube. When using such content, you must agree to their respective terms of use and cookie policies.

IMADA does not manage or control the cookies or similar technologies set by these external services, including their purposes, types, or retention periods. In addition, external service providers may change their terms of use or the purposes for which cookies are used at any time. For further details, please refer to the privacy policy or cookie policy published by each external service provider.

Furthermore, to enhance your web experience and improve our website through access analysis, we collect information about you (user information) using device identifiers such as cookies and transmit this to external providers. For details regarding the names of external providers and their services, the content of user information transmitted to them, and the purposes for which the transmitted information is used, please refer to the following.

Recipient of Information	Service Name	Information Transmitted	Purpose of Use	Privacy Policy	Opt-out Page
Google LLC	YouTube	IP address, cookie identifier, page URLs viewed, playback operation information, device information etc.	Video playback, Understanding of site usage information	https://policies.google.com/privacy	https://myadcenter.google.com/home?sasb=true
	Google Analytics	IP address, cookie identifier, browsing history on our website, time spent on site, device information etc.	Access Analytics	https://policies.google.com/privacy	https://tools.google.com/dlpage/gaoptout/
	Google ads / Conversion Tracking	Cookie identifier, click information, page URLs viewed, device information etc.	Advertising Effectiveness Measurement	https://policies.google.com/privacy	https://tools.google.com/dlpage/gaoptout/
Apt Co., Ltd.	ACS	Input information, IP address, page URL	Enquiry form functionality	https://www.apto-service.com/privacy/	Please change your browser settings to disable cookies.

		viewed, device information etc.			
Zoho Corporation	Zoho Pagesense	Cookie identifiers, browsing history, scroll/click data, device information etc.	Heatmap analysis, pop-up display	https://www.zoho.com/privacy.html	Please change your browser settings to disable cookies.

Links to External Websites

Some pages on websites operated by IMADA may contain links to websites operated by third parties.

If you access an external website through such links, the handling of personal information, the use of cookies and similar technologies, and the information and services provided on that website will be governed by the privacy policy and other applicable terms and conditions of the respective website.

IMADA assumes no responsibility for the handling of personal information, the use of cookies and similar technologies, or the content, information, and services provided on any external website. We encourage you to review the privacy policy and other applicable terms of each website before using it.

How can you manage cookies?

● Removing cookies from your device

You can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited.

Be aware though that you may also lose some saved information.

● Blocking cookies in your browser settings

Each browser allows you to configure settings to block all cookies. However, doing so will require you to manually adjust settings each time you visit a site, and some services or features may cease to function correctly. Please see below for details.

✓ Google Chrome

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en&sjid=3423155647918744126-NC>

✓ Internet Explorer

<https://support.microsoft.com/en-us/topic/description-of-cookies-ad01aa7e-66c9-8ab2-7898-6652c100999d>

✓ Microsoft Edge

<https://support.microsoft.com/en-us/edge/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use>

✓ **Safari**

<https://support.apple.com/en-us/guide/safari/sfri11471/mac>

Managing cookies on a per-site basis

On each site operated by us, you can control cookies specific to that site via the cookie management settings. The cookie management settings for each site can be changed at any time.

Please note that, even if you withdraw your consent, such withdrawal does not affect the lawfulness of any processing based on consent before its withdrawal. Withdrawal only applies to future processing activities.

Cookie Policy Contact

- **Email address:** security@forcegauge.net
- **Telephone:** +81-(0)532-33-3288
- **Postal Address:** 99, Jinnoshinden-cho, aza kanowari, Toyohashi, Aichi, 441-8077, Japan

IMADA Co., Ltd. Human Resources & General Affairs Department Security Team

- **Reception Hours:** Weekdays: 9:00 to 17:00
- **Representative:** Security Officer, Human Resources and General Affairs Department

Changes of the Cookie Policy

We may periodically review and update this policy to comply with revisions of laws and regulations or changes in our business operations.

Please refer to our website for details of updates and the latest version.

Last Revised: June 29, 2026