

## **vcita - Cookies and Similar Tracking Technologies Policy**

**Last updated: January 17, 2024**

This Cookies and Similar Technologies Policy (this “**Policy**”) provides you with general information about cookies and similar technologies (collectively, “**Tracking Technologies**”) as well as how and for what purposes vcita Inc. and its affiliates (“**vcita**”, “**we**”, “**us**” or “**our**”) use such Tracking Technologies on the vcita Websites and Services (as defined under the [Privacy Policy](#)).

Please take the time to read this Policy. If you have questions or comments, you are welcome to contact us at: [privacy@vcita.com](mailto:privacy@vcita.com).

- [What Are ‘Cookies’?](#)
- [What Are Cookies Used For?](#)
- [What Are ‘Session’ and ‘Persistent’ Cookies?](#)
- [What Are ‘First-party’ and ‘Third-party’ Cookies?](#)
- [What Are ‘Similar Technologies’?](#)
- [How Does vcita Use Tracking Technologies and for What Purposes?](#)
- [Does vcita Need to Obtain My Consent for Using Tracking Technologies?](#)
- [Can I Manage My Tracking Technologies Preferences at Any Given Time?](#)
- [Will vcita Change This Policy?](#)
- [Appendix A: Tracking Technologies Table](#)

### **What Are ‘Cookies’?**

Cookies are small files with pieces of information, normally consisting of just letters and numbers, which websites use when users visit them.

Software on the users’ devices (for example, a web browser) can store cookies and send them back to the website the next time they visit, to make a specific function of the website work and to provide information about the user’s activities on the website.

### **What Are Cookies Used For?**

Cookies are used in numerous ways. For example, when analyzing traffic to a website or tracking users’ browsing behavior.

Cookies are widely used as they allow a website to recognize a user’s device. Cookies and other similar technologies help websites to remember the visitors and their activities, for example, the user’s login details or the goods users

wish to buy when they add goods to their online basket or proceed to the checkout on an internet shopping website.

### **What Are “Session Cookies” and “Persistent Cookies”?**

“Session Cookies” are removed from your device once you close your browser session.

“Persistent Cookies” last for longer periods on your device - after you close your browser session.

A user can delete previously set Persistent Cookies manually or configure the browser settings to delete cookies, as further described below.

### **What Are “First-party Cookies” and “Third-party Cookies”?**

First-party Cookies are set directly by the website that the user is visiting. For the purpose of this Policy, these are cookies that are set directly by the Website.

Third-party cookies are set by a domain other than the one visited by the user. For the purpose of this Policy, these are cookies that are set by service providers of the Website.

### **What Are “Similar Technologies”?**

Functions usually performed by a cookie can be achieved by other means. This could include, for example, using certain characteristics to identify devices so that visits to a website can be analyzed.

Any technology that stores or accesses information on the user’s device is relevant for this purpose, and therefore it includes, for example, HTML5 local storage, Local Shared Objects and fingerprinting techniques.

Additionally, technologies like scripts, tracking pixels and plugins, wherever these are used – are also considered as Similar Technologies.

### **Does vcita Use Tracking Technologies?**

Yes, we do.

We use both Session Cookies and Persistent Cookies as part of your experience on the Websites so that we can facilitate the use of the Websites’ features and tools, keep track of your preferences, improve your experience with our Websites, for web analytics and for marketing purposes.

Some cookies are strictly essential for the operation of the Websites while other cookies help to improve our services and marketing activities. The same rule goes for all Tracking Technologies that we use.

We have created a detailed Tracking Technologies table page, which is attached as an **Appendix A** to this Policy and is available [here](#). The table will

provide you with a clear and comprehensive image of the Tracking Technologies that we use.

When a Tracking Technology contains Personal Information, as indicated in [Appendix A](#), then [our Privacy policy](#) applies as well.

### **Does vcita Need to Obtain My Consent for Using Tracking Technologies?**

Yes, however only with respect to the Tracking Technologies that are not strictly essential for the operation of the Websites, as further indicated in [Appendix A](#).

If you do not agree to accept our cookies or other Tracking Technologies that are not strictly essential for the operation of the Websites, you can manage your tracking technologies preferences of your web browser or decide not to use our Websites.

### **Can I Manage My Tracking Technologies Preferences?**

Every browser allows you to manage your Tracking Technologies preferences, usually found in the "Help" or "Settings" sections of the web browser.

Here are some links to some commonly used web browsers: (a) [Google Chrome](#); (b) [Microsoft Edge](#); (c) [Mozilla Firefox](#); (d) [Microsoft Internet Explorer](#); (e) [Opera](#); (f) [Apple Safari](#).

In addition, you can turn off certain third party targeting or advertising cookies by visiting the following link: [Network Advertising Initiative](#).

To find out more about cookies, including how to see what cookies have been set, you can visit the following websites: [www.aboutcookies.org](#) and [www.allaboutcookies.org](#).

Some web browsers offer a "Do Not Track" ("DNT") signal. A DNT signal is an HTTP header field indicating your preference for tracking your activities on our services or through cross-site user tracking. The Websites do not respond to DNT signals.

### **Will We Change This Policy?**

We update this Policy, where needed. Every time we will change this Policy, we will either send you an email about it or post a notice on the Website. We will post a notice on the Websites if our policy update includes substantial changes and obtain your consent once again, where required under applicable laws.

## Appendix A: Tracking Technologies Table

**vcita.com**

### Strictly Essential

Name	Purpose and expiration date	1st/3rd party
<b>PHPSESSID</b>	Technical cookie used to manage PHP backend sessions on the client side. <b>Expiration:</b> session.	1st
<b>vc_cookie_accepted</b>	Saved upon accepting vcita cookies. <b>Expiration:</b> 1 year.	1st
<b>cptchca</b>	Used to cache captcha validations. <b>Expiration:</b> session.	1st
<b>__vcita_session</b>	Connector cookie between the various vcita web properties and vcita app. <b>Expiration:</b> 60 days.	1st
<b>attribution_params</b>	Used to collect information about how visitors came to our website. <b>Expiration:</b> 10 years.	1st
<b>source_referrer</b>	Used to track the current session if the user initiates a conversation via a live chat window. <b>Expiration:</b> session.	1st
<b>_mpid</b>	Mixpanel. Unique ID to distinguish users. First party cookie generated from the original third party Mixpanel ID cookie. <b>Expiration:</b> 1 year.	1st
<b>_gat</b>	Google analytics. Unique ID used by Google Analytics to throttle request rate. <a href="#">More info.</a> <b>Expiration:</b> 1 minute.	3rd
<b>_gid</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a> <b>Expiration:</b> 24 hours.	3rd
<b>_ga</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a>	3rd

	<b>Expiration:</b> 2 years.	
<b>_gaexp</b>	<p>Google Optimize. Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.</p> <p><a href="#">More info.</a></p> <p><b>Expiration:</b> 90 days.</p>	3rd
<b>mp_UNIQUEID_mixpanel</b>	<p>Mixpanel - unique ID to distinguish users.</p> <p><a href="#">More info.</a></p> <p><b>xpiration:</b> 1 year.</p>	3rd
<b>GCLID</b>	<p>Google Click ID (GCLID) parameter identifies the campaign and other attributes of the click associated with the Google ad for ad tracking and campaign attribution.</p> <p><a href="#">More info.</a></p> <p><b>Expiration:</b> 24 hours</p>	3rd

## Analytics Cookies

Name	Purpose and expiration date	1st/3rd party
<b>hubspotutk</b>	<p>Hubspot. Used to track the visitor's identity.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> 13 months.</p>	3rd
<b>__hstc</b>	<p>Hubspot. Used to keep track of visitors.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> 13 months.</p>	3rd
<b>__hssc</b>	<p>Hubspot. Used to keep track of sessions.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> 30 minutes.</p>	3rd
<b>__hssrc</b>	<p>Hubspot. Used to determine if the visitor has restarted their browser.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> session.</p>	3rd
<b>stg_traffic_source_priority</b>	<p>Piwik PRO. Used to store the type of traffic source that explains how the visitor reached the website.</p> <p><a href="#">More info and opt-out</a>.</p> <p><b>Expiration:</b> 30 minutes.</p>	3rd

<b>stg_last_interaction</b>	Piwik PRO. Determines whether the last visitor's session is still in progress or a new session has started. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 1 year.	3rd
<b>stg_returning_visitor</b>	Piwik PRO. Determines if the visitor has already been to your website — he or she is a returning visitor. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 1 year.	3rd
<b>stg_externalReferrer</b>	Piwik PRO. Stores an URL of a website that referred a visitor to your website. <a href="#">More info and opt-out.</a> <b>Expiration:</b> session.	3rd
<b>_pk_id.UNIQUEID</b>	Piwik PRO. Used to recognize visitors and hold their various properties. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 13 months.	3rd
<b>_pk_ses.UNIQUEID</b>	Piwik PRO. Shows an active visitor's session. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 30 minutes.	3rd
<b>intercom-id-UNIQUEID</b>	Intercom. Anonymous visitor identification cookie. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 9 months.	3rd
<b>intercom-session-UNIQUEID</b>	Intercom. Used to keep track of sessions and remember logins and conversations. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 7 days.	3rd

## Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
<b>_rdt_uuid</b>	This cookie is set by Reddit and is used for remarketing on reddit.com. <a href="#">More info</a> and <a href="#">opt-out.</a> <b>Expiration:</b> 3 months.	3rd
<b>_fbp</b>	Facebook. Holds the visitor's unique ID. <a href="#">Info</a> and <a href="#">opt out.</a> <b>Expiration:</b> 3 months.	3rd
<b>wd</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out.</a> <b>Expiration:</b> 1 week.	3rd

<b>datr</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out.</a> <b>Expiration:</b> 2 years.	3rd
<b>fr</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out.</a> <b>Expiration:</b> 3 months.	3rd
<b>1P_JAR</b>	Google. Used to gather website statistics and track conversion rates. <a href="#">Info</a> and <a href="#">opt out.</a> <b>Expiration:</b> 1 month.	3rd
<b>OTZ</b>	Google. Used to provide an aggregate analysis of Website visitors. <a href="#">Info</a> and <a href="#">opt out.</a> <b>Expiration:</b> 1 month.	3rd
<b>ANID</b>	Google. Used for advertising served across the web. <a href="#">Info</a> and <a href="#">opt out.</a> <b>Expiration:</b> 2 years.	3rd
<b>NID</b>	Google. Used to play YouTube videos embedded on the website. <a href="#">Info</a> and <a href="#">opt out.</a> <b>Expiration:</b> 6 months to 10 years.	3rd
<b>_gcl_au</b>	Google. Used for experimenting with advertisement efficiency across websites using their services. <a href="#">Info</a> and <a href="#">opt out.</a> <b>Expiration:</b> 3 months.	3rd
<b>_lfa</b>	Leadfeeder. Used to store and track audience reach. <a href="#">More info</a> and <a href="#">opt-out.</a> <b>Expiration:</b> 2 years.	3rd
<b>viewedOuibounceModal</b>	Wisepops. Technical session cookie used for exit-intent detection. <a href="#">More info and opt-out.</a> <b>Expiration:</b> session.	3rd

### Additional Similar Technologies - Pixels

Name	Purpose and expiration date	1st/3rd party
<b>Local storage</b>		1st

## intandem.vcita.com

### Strictly Essential

Name	Purpose and expiration date	1st/3rd party
<b>PHPSESSID</b>	Technical cookie used to manage PHP backend sessions on the client side. <b>Expiration:</b> session.	1st
<b>vc_cookie_accepted</b>	Saved upon accepting vcita cookies. <b>Expiration:</b> 1 year.	1st
<b>cptchca</b>	Used to cache captcha validations. <b>Expiration:</b> session.	1st
<b>____vcita_session</b>	Connector cookie between the various vcita web properties and vcita app. <b>Expiration:</b> 60 days.	1st
<b>attribution_params</b>	Used to collect information about how visitors came to our website. <b>Expiration:</b> 10 years.	1st
<b>source_referrer</b>	Used to track the current session if the user initiates a conversation via a live chat window. <b>Expiration:</b> session.	1st
<b>_mpid</b>	Mixpanel. Unique ID to distinguish users. First party cookie generated from the original third party Mixpanel ID cookie. <b>Expiration:</b> 1 year.	1st
<b>_gat</b>	Google analytics. Unique ID used by Google Analytics to throttle request rate. <a href="#">More info.</a> <b>Expiration:</b> 1 minute.	3rd
<b>_gid</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a> <b>Expiration:</b> 24 hours.	3rd



<b>_ga</b>	<p>Google analytics. Unique ID used to collect information about how visitors use our website and platform.</p> <p><a href="#">More info.</a></p> <p><b>Expiration:</b> 2 years.</p>	3rd
<b>_gaexp</b>	<p>Google Optimize. Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.</p> <p><a href="#">More info.</a></p> <p><b>Expiration:</b> 90 days.</p>	3rd
<b>mp_UNIQUEID_mixpanel</b>	<p>Mixpanel - unique ID to distinguish users.</p> <p><a href="#">More info.</a></p> <p><b>Expiration:</b> 1 year.</p>	3 <sup>rd</sup>
<b>GCLID</b>	<p>Google Click ID (GCLID) parameter identifies the campaign and other attributes of the click associated with the Google ad for ad tracking and campaign attribution.</p> <p><a href="#">More info.</a></p> <p><b>Expiration:</b> 24 hours</p>	3rd

## Analytics Cookies

Name	Purpose and expiration date	1st/3rd party
<b>hubspotutk</b>	<p>Hubspot. Used to track the visitor's identity.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> 13 months.</p>	3rd
<b>__hstc</b>	<p>Hubspot. Used to keep track of visitors.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> 13 months.</p>	3rd
<b>__hssc</b>	<p>Hubspot. Used to keep track of sessions.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> 30 minutes.</p>	3rd
<b>__hssrc</b>	<p>Hubspot. Used to determine if the visitor has restarted their browser.</p> <p><a href="#">More info</a> and <a href="#">opt-out</a>.</p> <p><b>Expiration:</b> session.</p>	3rd

<b>stg_traffic_source_priority</b>	Piwik PRO. Used to store the type of traffic source that explains how the visitor reached the website. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 30 minutes.	3rd
<b>stg_last_interaction</b>	Piwik PRO. Determines whether the last visitor's session is still in progress or a new session has started. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 1 year.	3rd
<b>stg_returning_visitor</b>	Piwik PRO. Determines if the visitor has already been to your website — he or she is a returning visitor. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 1 year.	3rd
<b>stg_externalReferrer</b>	Piwik PRO. Stores an URL of a website that referred a visitor to your website. <a href="#">More info and opt-out.</a> <b>Expiration:</b> session.	3rd
<b>_pk_id.UNIQUEID</b>	Piwik PRO. Used to recognize visitors and hold their various properties. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 13 months.	3rd
<b>_pk_ses.UNIQUEID</b>	Piwik PRO. Shows an active visitor's session. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 30 minutes.	3rd
<b>intercom-id-UNIQUEID</b>	Intercom. Anonymous visitor identification cookie. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 9 months.	3rd
<b>intercom-session-UNIQUEID</b>	Intercom. Used to keep track of sessions and remember logins and conversations. <a href="#">More info and opt-out.</a> <b>Expiration:</b> 7 days.	3rd

### Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
<b>_rdt_uuid</b>	This cookie is set by Reddit and is used for remarketing on reddit.com. <a href="#">More info</a> and <a href="#">opt-out.</a> <b>Expiration:</b> 3 months.	3rd
<b>_fbp</b>	Facebook. Holds the visitor's unique ID.	3rd

	<a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 3 months.	
<b>wd</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out</a> . <b>Expiration:</b> 1 week.	3rd
<b>datr</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out</a> . <b>Expiration:</b> 2 years.	3rd
<b>fr</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out</a> . <b>Expiration:</b> 3 months.	3rd
<b>1P_JAR</b>	Google. Used to gather website statistics and track conversion rates. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 1 month.	3rd
<b>OTZ</b>	Google. Used to provide an aggregate analysis of Website visitors. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 1 month.	3rd
<b>ANID</b>	Google. Used for advertising served across the web. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 2 years.	3rd
<b>NID</b>	Google. Used to play YouTube videos embedded on the website. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 6 months to 10 years.	3rd
<b>_gcl_au</b>	Google. Used for experimenting with advertisement efficiency across websites using their services. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 3 months.	3rd
<b>_lfa</b>	Leadfeeder. Used to store and track audience reach. <a href="#">More info</a> and <a href="#">opt-out</a> . <b>Expiration:</b> 2 years.	3rd
<b>viewedOuibounceModal</b>	Wisepops. Technical session cookie used for exit-intent detection. <a href="#">More info and opt-out</a> . <b>Expiration:</b> session.	3rd

## Additional Similar Technologies - Pixels

Name	Purpose and expiration date	1st/3rd party
Local storage		1st

## **businessunusual.io**

### **Strictly Essential**

Name	Purpose and expiration date	1st/3rd party
<b>PHPSESSID</b>	Technical cookie used to manage PHP backend sessions on the client side. <b>Expiration:</b> session.	1st
<b>bu-visited</b>	Created upon first visiting Business Unusual to identify the visitor's first touch. <b>Expiration:</b> session.	1st
<b>lcinhd</b>	Unique Business Unusual user ID assigned for each session to provide personalised experience. <b>Expiration:</b> 10 years.	1st
<b>last_category</b>	Used for proper navigation across the Business Unusual website. <b>Expiration:</b> 1 year.	1st
<b>vc_cookie_accepted</b>	Saved upon accepting vcita cookies. <b>Expiration:</b> 1 year.	1st
<b>cptchca</b>	Used to cache captcha validations. <b>Expiration:</b> session.	1st
<b>____vcita_session</b>	Connector cookie between the various vcita web properties and vcita app. <b>Expiration:</b> 60 days.	1st
<b>source_referrer</b>	Used to track the current session if the user initiates a conversation via a live chat window. <b>Expiration:</b> session.	1st
<b>attribution_params</b>	Used to collect information about how visitors came to our website. <b>Expiration:</b> 10 years.	1st
<b>_mpid</b>	Mixpanel. Unique ID to distinguish users. First party cookie generated from the original third party Mixpanel ID cookie. <b>Expiration:</b> 1 year.	1st

<b>attribution_user_id</b>	Typeform. Unique user ID. <a href="#">More info.</a> <b>Expiration:</b> 1 year.	3rd
<b>ajs_anonymous_id</b>	Segment IO unique ID cookie created by Typeform implementation. <a href="#">More info.</a> <b>Expiration:</b> 1 year.	3rd
<b>amplitude_id_</b>	Amplitude unique ID cookie created by Typeform implementation. <a href="#">More info.</a> <b>Expiration:</b> 10 years.	3rd
<b>__cfduid</b>	Cloudflare site ID cookie created by Typeform implementation. <a href="#">More info.</a> <b>Expiration:</b> 1 month.	3rd
<b>OptanonConsent</b>	Holds OneTrust cookie consent information. Created by Typeform implementation. <a href="#">More info.</a> <b>Expiration:</b> 1 year.	3rd
<b>OptanonAlertBoxClosed</b>	Holds information whether OneTrust cookies notice was seen. Created by Typeform implementation. <a href="#">More info.</a> <b>Expiration:</b> 1 year.	3rd
<b>_gat</b>	Google analytics. Unique ID used by Google Analytics to throttle request rate. <a href="#">More info.</a> <b>Expiration:</b> 1 minute.	3rd
<b>_gid</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a> <b>Expiration:</b> 24 hours.	3rd
<b>_ga</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a> <b>Expiration:</b> 2 years.	3rd
<b>mp_UNIQUEID_mixpanel</b>	Mixpanel - unique ID to distinguish users. <a href="#">More info.</a> <b>Expiration:</b> 1 year.	3rd

## Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
<b>_fbp</b>	Facebook. Holds the visitor's unique ID. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 3 months.	3rd
<b>wd</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out</a> . <b>Expiration:</b> 1 week.	3rd
<b>datr</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out</a> . <b>Expiration:</b> 2 years.	3rd
<b>fr</b>	Facebook. Used for remarketing ads. <a href="#">Info and opt out</a> . <b>Expiration:</b> 3 months.	3rd

### Additional Similar Technologies - Pixels

Name	Purpose and expiration date	1st/3rd party
<b>Local storage</b>		1st

## landing.vcita.com

### Strictly Essential

Name	Purpose and expiration date	1st/3rd party
<b>_cfruid</b>	This cookie is set by Hubspot's CDN provider because of their rate limiting policies.  <a href="#">More info</a> . <b>Expiration:</b> session.	3rd
<b>_cfduid</b>	This cookie is set by Hubspot's CDN provider Cloudflare to detect malicious visitors to the website.  <a href="#">More info</a> . <b>Expiration:</b> 1 month.	3rd

<b>__hs_opt_out</b>	Hubspot consent tracking cookie. Placed to remember your preference. <b>Expiration:</b> 13 months.	3rd
<b>_hs_initial_opt_in</b>	Hubspot. Used to track the visitor's initial consent. <a href="#">More info.</a> <b>Expiration:</b> 1 week	3rd

## Analytics Cookies

Name	Purpose and expiration date	1st/3rd party
<b>_hssrc</b>	Used to determine if the visitor has restarted their browser. <a href="#">More info</a> and <a href="#">opt-out</a> . <b>Expiration:</b> session.	1st
<b>hubspotutk</b>	Hubspot. Used to track the visitor's identity. <a href="#">More info</a> and <a href="#">opt-out</a> . <b>Expiration:</b> 13 months.	3rd
<b>__hstc</b>	Hubspot. Used to keep track of visitors. <a href="#">More info</a> and <a href="#">opt-out</a> . <b>Expiration:</b> 13 months.	3rd
<b>__hssc</b>	Hubspot. Used to keep track of sessions. <a href="#">More info</a> and <a href="#">opt-out</a> . <b>Expiration:</b> 30 minutes.	3rd
<b>_gat</b>	Google analytics. Unique ID used by Google Analytics to throttle request rate. <a href="#">More info.</a> <b>Expiration:</b> 1 minute.	3rd
<b>_gid</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a> <b>Expiration:</b> 24 hours.	3rd
<b>_ga</b>	Google analytics. Unique ID used to collect information about how visitors use our website and platform. <a href="#">More info.</a> <b>Expiration:</b> 2 years.	3rd

## Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
<b>_fbp</b>	Facebook. Holds the visitor's unique ID. <a href="#">Info</a> and <a href="#">opt out</a> . <b>Expiration:</b> 3 months.	3rd