

Cappitech – Cookie Notice

This Cookie Notice forms part of Cappitech's Privacy Notice, available at <https://www.cappitech.com/wp-content/uploads/2020/04/Cappitech-Regulation-Privacy-Notice.pdf>. Any capitalized terms not defined herein shall have the meanings given to them in the Privacy Notice.

We use cookies and similar technologies on the Website for a number of reasons, including to help personalize your experience and to personalize the ads we serve you. Third parties through which we provide the Services and/or our business partners may be placing and reading cookies on your browser or using web beacons to collect information in the course of advertising being served on different websites. When visiting this Website, you shall be notified of the use of and placement of cookies and other similar technologies on your device as specified herein.

What are Cookies?

A cookie is a small piece of text that is sent to a user's browser or device. The browser provides this piece of text to the device of the originating user when this user returns.

- A "session cookie" is temporary and will remain on your device until you leave the Website.
- A "persistent" cookie may be used to help save your settings and customizations across visits. It will remain on your device until you delete it.
- First-party cookies are placed by us, while third-party cookies may be placed by a third party. We use both first- and third-party cookies.
- We may use the terms "cookies" to refer to all technologies that we may use to store data in your browser or device or that collect information or help us identify you in the manner described above, such as web beacons or "pixel tags".

How We Use Cookies

We use cookies and similar technologies for a number of reasons, as specified below.

Cookie Type	Cookie Name	Domain	Expiry	Description
Necessary Cookies. Help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.	__cfduid	cappitech.com	1 year	Used by the content network, Cloudflare, to identify trusted web traffic
	JSESSIONID	cappitech.com	Session	Preserves users states across page requests
Preference Cookies. These cookies remember your settings and preferences and the choices you make (such as language or regional preferences) in order to help us personalize your experience and offer you enhanced functionality and content.	lang	cappitech.com	Session	Set by Linked In when a web page contains an embedded "Follow us" panel.

Analytics Cookies. These cookies help us understand how visitors interact with the Website to help us learn more about which features are popular with our users and how our Website can be improved.	_ga	cappitech.com	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
	_gat	cappitech.com	1 day	Used by Google Analytics to throttle request rate
	_gid	cappitech.com	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
	events/1/f9d051f404	bam.nr-data.net	Session	Registers the web site's speed and performance. This function can be used in context with statistics and load-balancing.
	jserrors/1/f9d051f404	bam.nr-data.net	Session	Registers the web site's speed and performance. This function can be used in context with statistics and load-balancing.
	ub-emb-GUID#		Persistent	Unclassified
Marketing Cookies. These are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user or to limit the number of times you see an advertisement. Such cookies may track your browsing habits and activity when visiting our Website and those of third-parties.	_ab12#	cappitech.com	1 year	Unclassified
	_cfduid	hubspot.com	1 year	Used by the content network, Cloud flare, to identify trusted web traffic.
	_himpl	hubspot.com	Persistent	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM -campaign -platform used by website owners for promoting events or products.
	_hssrc	cappitech.com	Session	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the web site and what pages have been loaded. The purpose is to segment the web site's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customized online advertising.
	_ptq.gif	hubspot.com	Session	Sends data to the marketing platform Hubspot about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
	_fbp	cappitech.com	3 months	Used by Facebook to deliver a series of advertisement

				products such as real time bidding from third party advertisers.
ads/ga-audiences	google.com	Session		Used by Google Ad Words to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.
bcookie	linkedin.com	2 years		Used by the social networking service, Linked In, for tracking the use of embedded services.
bscookie	linkedin.com	2 years		Used by the social networking service, Linked In, for tracking the use of embedded services.
consent/hod	d.adroll.com	Session		Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.
embed/v3/timings.gif	forms.hsforms.com	Session		Collects data on visitors' preferences and behavior on the website - This information is used make content and advertisement more relevant to the specific visitor.
fr	facebook.com	3 months		Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
HUBLYTICS_EVENTS_53	hubspot.com	Persistent		Collects data on visitor behavior from multiple websites, in order to present more relevant advertisement - This also allows the Website to limit the number of times that the visitor is shown the same advertisement.
hubspotutk	cappitech.com	1 year		Keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form submission and used when de-duplicating contacts.
i18n-cached-public-locales	hubspot.com	Persistent		Unclassified
IDE	doubleclick.net	1 year		Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.

	lang	ads.linkedin.net	Session	Remembers users selected language version of a website
	lidc	linkedin.com	1 day	Used by the social networking service, Linked In, for tracking the use of embedded services.
	NID	google.com	6 months	Registers a Unique ID that identifies a returning user's device. The ID is used for targeted ads.
	pagead/1p-user-list/#	google.com	Session	Unclassified
	rc::a	google.com	Persistent	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
	Rc::b	google.com	Session	This cookie is used to distinguish between humans and bots.
	Rc::c	google.com	Session	This cookie is used to distinguish between humans and bots.
	Test_cookie	doubleclick.net	1 day	Used to check if the browser supports cookies.
	tr	facebook.com	Session	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
	UserMatchHistory	linkedin.com	29 days	Used to track visitors on multiple websites, in order to present advertisement based on the visitors preferences.

How to Adjust Your Preferences

Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. In addition, you are free to delete any existing cookies at any time. Please note that some features of the Services may not function properly when cookies are disabled or removed. For example, if you delete cookies that store your account information or preferences, you will be required to input these each time you visit.

By changing your device settings, you can prevent your device's ad identifier being used for interest-based advertising, or you can reset your device's ad identifier. Typically, you can find the ad identifier settings under "privacy" or "ads" in your device's settings, although settings may vary from device to device. Adjusting your preferences as described in this section herein does not mean you will no longer receive advertisements, it only means the advertisements that you do see will be less relevant to your interests.

Updated: December 2019