

What are cookies?

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This Cookie Policy explains what cookies are and how we use them, the types of cookies we use i.e, the information we collect using cookies and how that information is used, and how to manage the cookie settings.

Cookies are small text files that are used to store small pieces of information. They are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make it more secure, provide better user experience, and understand how the website performs and to analyze what works and where it needs improvement.

How do we use cookies?

As most of the online services, our website uses first-party and third-party cookies for several purposes. First-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data.

The third-party cookies used on our website are mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

Types of Cookies we use

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
_GRECAPTCHA	6 months	Google Recaptcha service sets this cookie to identify bots to protect the website against malicious spam attacks.
ajs_anonymous_id	Never Expires	This cookie is set by Segment to count the number of people who visit a certain site by tracking if they have visited before.

Cookie	Duration	Description
ajs_user_id	Never Expires	This cookie is set by Segment to help track visitor usage, events, target marketing, and also measure application performance and stability.
cookieyes_privacy_policy_generator_session	2 hours	Description is currently not available.
XSRF-TOKEN	2 hours	This cookie enhances visitor browsing security by preventing cross-site request forgery.
cookieyes_cookie_policy_generator_session	2 hours	Description is currently not available.
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.
__cfuid	session	Cloudflare sets this cookie to identify trusted web traffic.
rc::a	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::f	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.

Cookie	Duration	Description
rc::c	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::b	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
__Secure-ENID	1 year 1 month	The __Secure-ENID cookie is a type of secure cookie used for authentication and to ensure the security of user sessions.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
lang	Never Expires	LinkedIn sets this cookie to remember a user's language setting.
referrer_user_id	14 days	Calendly sets this cookie for the booking functionality of the website.

Cookie	Duration	Description
ytidb::LAST_RESULT_ENTRY_KEY	Never Expires	The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.
yt-remote-session-app	session	The yt-remote-session-app cookie is used by YouTube to store user preferences and information about the interface of the embedded YouTube video player.
yt-remote-cast-installed	session	The yt-remote-cast-installed cookie is used to store the user's video player preferences using embedded YouTube video.
yt-remote-session-name	session	The yt-remote-session-name cookie is used by YouTube to store the user's video player preferences using embedded YouTube video.
yt-remote-fast-check-period	session	The yt-remote-fast-check-period cookie is used by YouTube to store the user's video player preferences for embedded YouTube videos.
intercom-id-*	8 months 26 days 1 hour	Intercom sets this cookie that allows visitors to see any conversations they've had on Intercom websites.
intercom-session-*	7 days	Intercom sets this cookie that allows visitors to see any conversations they've had on Intercom websites.

Cookie	Duration	Description
intercom-device-id-*	8 months 26 days 1 hour	Intercom sets this cookie that allows visitors to see any conversations they've had on Intercom websites.
loid	1 year 1 month 4 days	This cookie is set by the Reddit. The cookie enables the sharing of content from the website onto the social media platform.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_hjTLDTest	session	To determine the most generic cookie path that has to be used instead of the page

Cookie	Duration	Description
		hostname, Hotjar sets the _hjTLDTest cookie to store different URL substring alternatives until it fails.
_gcl_au	3 months	Google Tag Manager sets the cookie to experiment advertisement efficiency of websites using their services.
CLID	1 year	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.
_clk	1 year	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.
_clsk	1 day	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.

Cookie	Duration	Description
MR	7 days	This cookie, set by Bing, is used to collect user information for analytics purposes.
ga*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
hjSessionUser*	1 year	Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site.
hjSession*	1 hour	Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site.
_cltk	Session	Description is currently not available.
_hjAbsoluteSessionInProgress	1 day	Hotjar sets this cookie to detect a user's first pageview session, which is a True/False flag set by the cookie.
VISITOR_PRIVACY_METADATA	6 months	YouTube sets this cookie to store the user's cookie consent state for the current domain.

Cookie	Duration	Description
mp_*_mixpanel	Never Expires	Mixpanel sets this cookie to determine how users use the website so that a good user experience can be provided.
ajs_group_id	Never Expires	This cookie is set by Segment to track visitor usage and events within the website.
_pendo_visitorId.4cfbcefc-fcf9-4b66-5dc6-9b0d81bb07a9	Never Expires	Pendo sets this cookie to identify and record the visitor's Account ID that will be used in Pendo, like Guide delivery and analytics.
_pendo_guides_blocked.4cfbcefc-fcf9-4b66-5dc6-9b0d81bb07a9	Never Expires	Pendo sets this cookie to identify and record the visitor's Account ID that will be used in Pendo, like Guide delivery and analytics.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description
SRM_B	1 year 24 days	Used by Microsoft Advertising as a unique ID for visitors.

Cookie	Duration	Description
wp-wpml_current_language	session	WordPress multilingual plugin sets this cookie to store the current language/language settings.
_calendly_session	21 days	Calendly, a Meeting Schedulers, sets this cookie to allow the meeting scheduler to function within the website and to add events into the visitor's calendar.
_uetSID	1 day	Bing Ads sets this cookie to engage with a user that has previously visited the website.
_uetvid	1 year 24 days	Bing Ads sets this cookie to engage with a user that has previously visited the website.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

Cookie	Duration	Description
VISITOR_INFO1_LIVE	6 months	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.

Cookie	Duration	Description
SM	session	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.
MUID	1 year 24 days	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.
session_tracker	session	This cookie is set by the Reddit. This cookie is used to identify trusted web traffic. It also helps in advertising on the website.

Manage cookie preferences

Cookie Settings

You can change your cookie preferences any time by clicking the above button. This will let you revisit the cookie consent banner and change your preferences or withdraw your consent right away.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

