Cookie Policy

Effective date: March 31, 2026

Last updated: March 31, 2026

What are cookies?

This Cookie Policy explains what cookies are, 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 your cookie settings.

Cookies are small text files used to store small pieces of information. They are stored on your device when a website loads in your browser. These cookies help ensure that the website functions properly, enhance security, provide a better user experience, and analyse performance to identify what works and where improvements are needed.

How do we use cookies?

Like most online services, our website uses both first-party and third-party cookies for various purposes. First-party cookies are primarily necessary for the website to function properly and do not collect any personally identifiable data.

The third-party cookies used on our website primarily help us understand how the website performs, track how you interact with it, keep our services secure, deliver relevant advertisements, and enhance your overall user experience while improving the speed of 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
__hssrc	session	This cookie is set by Hubspot whenever it changes the session cookie. The __hssrc cookie set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.
connect.sid	1 year	This cookie is used for authentication and for secure log-in. It registers the log-in information.
_csrf	session	This cookie is essential for the security of the website and visitor. It ensures visitor browsing security by preventing cross-site request forgery.

cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on their subsequent visits to this site. It does not collect or store any personal information of the site visitors.
AWSALBCORS	7 days	Amazon Web Services set this cookie for load balancing.
checkForPermission	10 minutes	This cookie is set by Beeswax to determine whether the user has accepted the cookie consent box.

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
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
bcookie	1 year	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.
lidc	1 day	LinkedIn sets the lidc cookie to facilitate data center selection.
li_gc	6 months	Linkedin set this cookie for storing visitor's consent regarding using cookies for non-essential purposes.
__hssc	1 hour	HubSpot sets this cookie to keep track of sessions and to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.
cookietest	session	The cookietest cookie is typically used to determine whether the user's browser accepts cookies, essential for website functionality and user experience.
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.

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
initialTrafficSource	1 year 1 month 4 days	No description available.

_cfuvid	session	No description
_gcl_au	3 months	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.
__utmzzses	session	Google Analytics sets this cookie to gather information about how a visitor uses the site.
_ga	1 year 1 month 4 days	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
_gid	1 day	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.
__hstc	6 months	This is the main cookie set by Hubspot, for tracking visitors. It contains the domain, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).
hubspotutk	6 months	HubSpot sets this cookie to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.
_ga_*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
_findem_utm_content	1 month	This cookie is set by Findem to identify the utm campaign of the visitor
_findem_referrer	1 month	This cookie is set by Findem to identify the website referrer of the visitor
_zitok	1 year	Description is currently not available.
vuid	1 year 1 month 4 days	Vimeo installs this cookie to collect tracking information by setting a unique ID to embed videos on the website.

_clck	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 1 minute	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.
_findem_website_referrer	1 month	Description is currently not available.
_leadgenie_session	session	Description is currently not available.
referrer	session	No description available.
X-CSRF-TOKEN	session	Description is currently not available.

Performance

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

Cookie	Duration	Description
AWSALB	7 days	AWSALB is an application load balancer cookie set by Amazon Web Services to map the session to the target.

Advertisement

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

Cookie	Duration	Description
test_cookie	15 minutes	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.
__adroll	1 year 1 month	This cookie is set by AdRoll to identify users across visits and devices. It is used by real-time bidding for advertisers to display relevant advertisements.
__adroll_shared	1 year 1 month	Adroll sets this cookie to collect information on users across different websites for relevant advertising.
IDE	1 year 24 days	Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile.

__Secure-ROLLOUT_TOKEN	6 months	YouTube sets this cookie to manage feature rollout and experimentation. It helps Google control which new features or interface changes are shown to users as part of testing and staged rollouts, ensuring consistent experience for a given user during an experiment.
YSC	session	Youtube sets this cookie to track the views of embedded videos on Youtube pages.
VISITOR_INFO1_LIVE	6 months	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.
VISITOR_PRIVACY_METADATA	6 months	YouTube sets this cookie to store the user's cookie consent state for the current domain.
sa-user-id-v3	1 year	Description is currently not available.
sa-user-id	1 year	StackAdapt sets this cookie as a third party advertising cookie to record information about a user's website activity, such as the pages visited and the locations viewed, to enable us to provide users with interest-based content and personalised advertisements on external websites.
sa-user-id-v2	1 year	StackAdapt sets this cookie as a third party advertising cookie to record information about a user's website activity, such as the pages visited and the locations viewed, to enable us to provide users with interest-based content and personalised advertisements on external websites.
tuid	1 year	No description available.
bito	1 year 1 month	Beeswax sets this cookie as a unique ID for the visitor, which allows third-party advertisers to target the visitor with relevant advertisements. This pairing service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
bitoIsSecure	1 year 1 month	Beeswax sets this cookie to display the user relevant content and advertisements. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
__Secure-YEC	past	Description is currently not available.
__Secure-YNID	6 months	Google cookie used to protect user security and prevent fraud, especially during the login process.

Others

Other uncategorized cookies are those that are being analyzed and have not been classified into a category as yet.

Cookie	Duration	Description
receive-cookie-deprecation	1 year 1 month	Description is currently not available.
_na	session	Description is currently not available.

3c7cdcb85f1d7be5_cfid	1 year 1 month 4 days 1 minute	Description is currently not available.
ubpv	6 months 1 day	No description available.
ubvs	6 months	No description available.
ubvt	3 days	No description available.
_dd_s	15 minutes	No description available.

Manage cookie preferences

Consent Preferences

You can modify your cookie settings anytime by clicking the 'Consent Preferences' button above. This will allow you to revisit the cookie consent banner and update your preferences or withdraw your consent immediately.

Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web browsers.

Chrome: https://support.google.com/accounts/answer/32050

Safari: https://support.apple.com/en-in/guide/safari/sfri11471/mac

Firefox: https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US

Internet Explorer: https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc

If you are using a different web browser, please refer to its official support documentation.

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