Cookie Policy

What are cookies?

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
ajs_anonymous_id	never	This cookie is set by Segment to count the number of people who visit a certain site by tracking if they have visited before.
ajs_user_id	never	This cookie is set by Segment to help track visitor usage, events, target marketing, and also measure application performance and stability.
m	1 year 1 month 4 days	Stripe sets this cookie to process payments.
cookieyes_privacy_policy_generator_session	2 hours	CookieYes sets this cookie to identify a session instance for a user.
__stripe_mid	1 year	Stripe sets this cookie to process payments.
XSRF-TOKEN	2 hours	This cookie is set by Wix and is used for security purposes.
cookieyes_session	2 hours	CookieYes sets this cookie to identify a session instance for a user.
__stripe_sid	1 hour	Stripe sets this cookie to process payments.
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
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.
__cfruid	session	Cloudflare sets this cookie to identify trusted web traffic.

Cookie	Duration	Description
euconsent	1 year	CookieYes sets this cookie to store data when IAB TCF is enabled.

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
referrer_user_id	14 days	Calendly sets this cookie for the booking functionality of the website.

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 1 minute	The _ga cookie, installed by Google Analytics, calculates visitor, session, 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.
_hjTLDTest	session	To determine the most generic cookie path that has to be used instead of the page hostname, Hotjar sets the _hjTLDTest cookie to store different URL substring alternatives until it fails.
_gcl_au	3 months	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.
CLID	1 year	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.

Cookie	Duration	Description
_clck	1 year	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.
_clsk	1 day	Registers statistical data on users' behavior on the website. Used for internal analytics by the website operator.
MR	7 days	This cookie, set by Bing, is used to collect user information for analytics purposes.
_ga_*	1 year 1 month 4 days 1 minute	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	Registers statistical data on users' behavior on the website. Used for internal analytics by the website operator.
_hjAbsoluteSessionInProgress	1 day	This cookie is used to count how many times a website has been visited by different visitors. This is done by assigning the visitor an ID, so the visitor does not get registered twice.
VISITOR_PRIVACY_METADATA	6 months	YouTube sets this cookie.
ajs_group_id	never	This cookie is set by Segment to track visitor usage and events within the website.
_pendo_visitorId.4cfbcefc-fcf9-4b66-5dc6-9b0d81bb07a9	never	Pendo sets this cookie to identify and record the visitor's Account ID that will be used in Pendo, like Guide delivery and analytics.

Cookie	Duration	Description
_pendo_guides_blocked.4cfbcefc-fcf9-4b66-5dc6-9b0d81bb07a9	never	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 analyze 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.
wp-wpml_current_language	session	Designates the country code that is calculated based on the user's IP address. Used to determine what language should be used for the visitor.
_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.

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
YSC	session	YSC cookie is set by Youtube and is used to track the views of embedded videos on Youtube pages.
VISITOR_INFO1_LIVE	6 months	A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.
test_cookie	16 minutes	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.
yt-remote-device-id	never	YouTube sets this cookie to store the video preferences of the user using embedded YouTube video.
yt-remote-connected-devices	never	YouTube sets this cookie to store the video preferences of the user using embedded YouTube video.
SM	session	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.
MUID	1 year 24 days	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.
ANONCHK	10 minutes	The ANONCHK cookie, set by Bing, is used to store a user's session ID and also verify the clicks from ads on the Bing search engine. The cookie helps in reporting and personalization as well.
IDE	1 year 24 days 1 minute	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.
yt.innertube::requests	never	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.
yt.innertube::nextId	never	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

Cookie	Duration	Description
muc_ads	1 year 1 month 4 days	Twitter sets this cookie to collect user behaviour and interaction data to optimize the website.
guest_id_marketing	1 year 1 month 4 days	Twitter sets this cookie to identify and track the website visitor.
guest_id_ads	1 year 1 month 4 days	Twitter sets this cookie to identify and track the website visitor.
personalization_id	1 year 1 month 4 days	Twitter sets this cookie to integrate and share features for social media and also store information about how the user uses the website, for tracking and targeting.
guest_id	1 year 1 month 4 days	Twitter sets this cookie to identify and track the website visitor. It registers if a user is signed in to the Twitter platform and collects information about ad preferences.

Manage Cookie Preferences

Cookie Settings

You can change your cookie preferences any time by clicking here and clicking on the Cookie Settings 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.

➢ **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 any other web browser, please visit your browser's official support documents.

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