

# OverOps Cookie Policy

This Privacy Policy was last revised on July 2, 2018.

## 4. What types of cookies do we use?

Cookie - Google Adwords Conversion

Cookie Name - window.google\_trackConversion

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	30 minutes	Tracking person traffic from clicked google banner ads.	Impression, ip address, utms from source ad

Cookie - Google Adwords User Lists

Cookie Name - www.google.com/ads/user-lists

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	30 minutes	Tracking person traffic from clicked google banner ads.	Impression, ip address, utms from source ad

Cookie - Google Dynamic Remarketing

Cookie Name - google\_enable\_display\_cookie\_match

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	30 minutes	Tracking person traffic from clicked google remarketing ads.	Impression, ip address, utms from source ad

Cookie - Google Tag Manager

Cookie Name - gtag/js?id=UA-29184077-8

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	1 year	Categorizing visitors to our site. An overlay of google analytics tracking.	IP Address, visitation path

## Cookie - Marketo

Cookie Name - \_mkto\_trk

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Variable duration set by Marketo, Inc.	Records visitors' passage through our website, and use of our services, via the Marketo service.	Anonymous Analytics, Browser Information, Cookie Data , Date/ Time, Demographic Data, Interaction Data , Page Views, IP Address

## Cookie - Google Analytics

Cookie Name - \_utma

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Expires after 2 years	These cookies are used to collect information about how visitors use our website. We use this information to compile reports and to help us improve our website. The cookies collect information in an anonymised form, including the number of visitors to our website, where visitors have come from and the pages they visited within our website	Used to distinguish visitors and sessions

## Cookie - Google Analytics

Cookie Name - \_utmb

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Expires after 30 minutes	These cookies are used to collect information about how visitors use our website. We use this information to compile reports and to help us improve our website. The cookies collect information in an anonymised form, including the number of visitors to our website, where visitors have come from and the pages they visited within our website.	Used to determine new sessions/ visits

## Cookie - Google Analytics

Cookie Name - \_utmz

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Session cookie. Expires on leaving our website	These cookies are used to collect information about how visitors use our website. We use this information to compile reports and to help us improve our website. The cookies collect information in an anonymised form, including the number of visitors to our website, where visitors have come from and the pages they visited within our website.	Not used in ga.js. Set for interoperability with urchin.js

## Cookie - Google Analytics

Cookie Name - \_utmz

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Expires after 6 months	These cookies are used to collect information about how visitors use our website. We use this information to compile reports and to help us improve our website. The cookies collect information in an anonymised form, including the number of visitors to our website, where visitors have come from and the pages they visited within our website.	Stores the traffic source or campaign

## Cookie - Google Analytics

Cookie Name - \_ga

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Expires after 2 years	These cookies are used to collect information about how visitors use our website. We use this information to compile reports and to help us improve our website. The cookies collect information in an anonymised form, including the number of visitors to our website, where visitors have come from and the pages they visited within our website.	Used to distinguish visitors.

## Cookie - Google Analytics

Cookie Name - \_gid

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Expires after 24 hours	These cookies are used to collect information about how visitors use our website. We use this information to compile reports and to help us improve our website. The cookies collect information in an anonymised form, including the number of visitors to our website, where visitors have come from and the pages they visited within our website.	Used to distinguish visitors.

## Cookie - Intercom

Cookie Name - intercom-id

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Persistent cookie. Expires after 20 years	Records visitors' passage through our website, and use of our services, via the Intercom service	Unique visitor ID

## Cookie - Hotjar

Cookie Name - hotjar-281614.js

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Undisclosed	Analysis and Feedback tool for site visitor behaviours.	Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/ Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains

## Cookie - Intercom

Cookie Name - s.intercomcdn.com

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Undisclosed	Customer Relations and messaging tool	Browser Information, Cookie Data , Date/Time, Page Views, IP Address

## Cookie - LinkedIn Ads

Cookie Name - px.ads.linkedin.com

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	As long as necessary to fulfill a business need or as required by law.	LinkedIn Ad data collection	Ad Views, Browser Information, Cookie Data , Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains

## Cookie - LinkedIn Analytics

Cookie Name - ms-analytics/insight.min.js

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	As long as necessary to fulfill a business need or as required by law.	Analytics gathering for LinkedIn Ads	Ad Views, Browser Information, Cookie Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views, Serving Domains

## Cookie - Mixpanel

Cookie Name - api.mixpanel.com

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Undisclosed	Visitor/heatmap data analysis	Browser Information, Cookie Data , Hardware/Software Type, Interaction Data, Page Views

## Cookie - Adroll

Cookie Name - d.adroll.com

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	As long as necessary to fulfill a business need or as required by law.	Retargeting Ad optimization tracking	Ad Views, Analytics, Browser Information, Cookie Data , Date/ Time, Demographic Data, Interaction Data , Page Views, IP Address

## Cookie - Adroll Pixel

Cookie Name - s.adroll.com/pixel

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	As long as necessary to fulfill a business need or as required by law.	Retargeting Ad optimization tracking	Ad Views, Analytics, Browser Information, Cookie Data , Date/ Time, Demographic Data, Interaction Data, Page Views

## Cookie - Adroll Roundtrip

Cookie Name - s.adroll.com/j/roundtrip.js

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	As long as necessary to fulfill a business need or as required by law.	Retargeting Ad optimization tracking	Ad Views, Analytics, Browser Information, Cookie Data , Date/ Time, Demographic Data, Interaction Data , Page Views, IP Address

## Cookie - OptinMonster

Cookie Name - a.optmstr.com/app/js/api.min.js

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Undisclosed	Website lead conversion pop-ups tracking	Cookie Data, IP Address

## Cookie - Facebook Connect

Cookie Name - connect.facebook.net

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	Undisclosed	Facebook social media sign-up/ad tracking	Ad Views, Analytics, Browser Information, Cookie Data , Date/ Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views , Serving Domains, IP Address, Location Based Data, Clickstream Data

## Cookie - Twitter Advertising

Cookie Name - static.ads-twitter.com/uwt.js

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	18-24 Months	Twitter ad monitoring and success tracking	Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data

## Cookie - Twitter Analytics

Cookie Name - analytics.twitter.com/i/adsct

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	18-24 Months	Twitter ad monitoring and success tracking	Analytics, Browser Information, Cookie Data, Date/Time

## Cookie - Twitter Conversion Tracking

Cookie Name - t.co/i/adsct?p\_id=Twitter

First Party or Third Party	Duration	Purpose	Types of data collected
Third party	18-24 Months	Twitter ad monitoring and success tracking	Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/ Software Type, Internet Service Provider, Interaction Data , Page Views, IP Address, Search History, Location Based Data

## Cookie - Unsubscribe Cookie

Cookie Name - webshims.polyfill

First Party or Third Party	Duration	Purpose	Types of data collected
First party	Persistent cookie. Expires after 10 years	To save user subscription choices so that a user can return to the page and it will show the last recorded changes.	Subscription Preferences