

**ONGAGE**  
**COOKIE POLICY**

**About this Cookie Policy**

This Cookie Policy explains what cookies are and how we and third parties use them. For further information on how we use, store and process Personal Data, see our [Privacy Notice](#).

**This Cookie Policy includes the following information:**

***1. Cookies and similar technologies***

1.1. A cookie is a small text file that is placed on the browser of your computer or mobile device (or other end device), by websites you visit and applications you use. Other automated means often used on websites and applications are Pixel tags (also known as web beacons or clear GIFs). Pixel tags are typically transparent graphic images placed on a website. These pixels are used in combination with cookies to measure the actions of visitors on the website.

Most websites and applications use cookies and other automated means to collect certain data and facilitate services. Cookies are typically used in order to make websites function, or function more efficiently, make your experience when browsing the website or application more enjoyable and smooth, to remember your preferences, to autocomplete details so you don't have to insert your full details every time you log in (such as user name and password), to tailor content and information that is displayed to you and otherwise work to personalize your experience of the website or application. Cookies are also commonly used a tools enabling websites and applications owners to better understand the use of their products and services, to conduct business analytics and to engage in advertising activities for their business purposes or on behalf of third parties.

1.2. There are different types of cookies. Some cookies come directly from the website or application you are browsing and others come from third parties which place cookies on such site. Such types of cookies are commonly categorized as "**First Party Cookies**" and "**Third Party Cookies**", respectively.

1.3. Cookies can be stored for varying lengths of time on your browser or device. "**Session Cookies**" are limited to the duration of you visit to the relevant website or application, and are terminated when you exit the website or application. "**Persistent Cookies**" will remain stored on your computer or device until deleted or until they reach their expiry date.

## 2. *Categories of cookies*

- 2.1. **Strictly Necessary Cookies** - These cookies are necessary to enable the communication between the user's device and the website or application, or to provide the user with services requested by him/her, such cookies are used for the sole purpose of carrying out a transmission of a communication over an electronic communications network, or to allow the provider of an online service to provide its services as explicitly requested by users.
- 2.2. **Functionality Cookies** - These cookies allow the website or application to remember choices the user made (such as username, password, language preferences, or region) and provide enhanced, more personal features, to improve the user's experience on the website or application.
- 2.3. **Performance (Analytic) Cookies** - These cookies collect information about how visitors use the website or application, such as which pages visitors go to most often and if they are likely to get error messages from certain pages. These cookies collect aggregate information that does not identify a specific user personally. These cookies are used to improve how a website or application works, analyze use patterns of the website or application, and assist the provider to maintain and improve its services.
- 2.4. **Advertising (Targeting) Cookies** - These cookies are used to deliver personalized advertisements to the user. Such cookies may be used to analyze a user's preferences in accordance with the contextual information about the user's activities on the website or application (for example, if a user is surfing a webpage displaying an article about a sporting event, cookies may be used to display to the user an advertisement associated with sports fans), or to correlate between a user and information about such user collected from other websites or applications (for example, to display to the user an advertisement associated with sports fans based on the user's profile in other websites or applications). These cookies are used to promote advertising campaigns of website and application owners or those of third parties, as well as help measure the effectiveness of an advertising campaign.

Advertising cookies are usually placed by advertising networks, which connect between the relevant advertiser and the location of publication of the advertisement.

## 3. *What Cookies do we use and what Information is collected using Cookies?*

- 3.1. **Cookies used on our Website** – our Website contains both First Party Cookies and Third Party Cookies, Strictly Necessary Cookies, Functionality Cookies, Performance (Analytic) Cookies, and Advertising (Targeting) Cookies.
- 3.2. information collected through on our Website through the use of cookies includes:

- Information about your operating system and device;
- Webpages accessed within our Website, the link that led you to our Website, dates and times you accessed our Website, event information (e.g. system crashes) and general location information (i.e. city or region).
- Information provided on the Website by users in order to streamline the user's experience and prevent user from having to re-enter information during the next visit to our Website;
- Number of visitors on our Website and which webpages have been viewed;
- Advertising user ID and information associated with targeted advertising.

**3.3. Cookies used through our Services** - In connection with digital advertising services provided to our partners and customers, we may use the information collected via cookies on the websites of our customers to make your use of their services and products more enjoyable, to promote their advertising campaigns, to improve the functionality of their services, and tailor the content and information that it displayed to you. We may also use pixel tags on the websites of our customers for retargeting purposes.

**4. How To Manage Cookies**

If you do not want cookies to be placed on your device when browsing our Website, you can adjust your browser settings to manage or reject such cookies, or to notify you when a cookie is being placed on your browser. These settings are usually found in the 'Options' or 'Preferences' menu of your Internet browser. For more information on how to change your browser settings, click on the Help section of your Internet browser. Most Internet browsers also allow you to see what cookies are currently stored on your device and selectively delete them as you wish.

See below links to common browsers enabling the control of cookies:

| Browser Type      |   |
|-------------------|---|
| Chrome            | <a href="https://support.google.com/chrome/answer/95647?hl=en">https://support.google.com/chrome/answer/95647?hl=en</a>   |
| Firefox           | <a href="https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences">https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences</a> |
| Opera             | <a href="https://help.opera.com/en/latest/security-and-privacy/">https://help.opera.com/en/latest/security-and-privacy/</a>   |
| Internet Explorer | <a href="https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-">https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-</a>                     |

|        |   |
|--------|---|
|        | <a href="#">delete-manage-cookies</a>   |
| Safari | <a href="https://support.apple.com/en-il/guide/safari/manage-cookies-and-website-data-sfri11471/mac">https://support.apple.com/en-il/guide/safari/manage-cookies-and-website-data-sfri11471/mac</a> |
| Edge   | <a href="https://support.microsoft.com/en-us/help/4027947/windows-delete-cookies">https://support.microsoft.com/en-us/help/4027947/windows-delete-cookies</a>                                       |

Please note however, that if you choose to disable certain cookies, some features of our Website may not operate properly and your online experience may be limited.

## 5. *Changes and Updates*

5.1. We may update this Cookie Policy from time to time. We encourage you to periodically review this Cookie Policy to stay informed about our use of cookies, the information we collect via cookies, and any updates in relation thereto.

5.2. We will post any changes to this Cookie Policy on our Website.

## 6. *Cookies used on our Website:*

The following cookies are used on our Website:

| FIRST PARTY COOKIES        |                                      |   |
|----------------------------|--------------------------------------|---|
| Cookie category            | Cookie name                          | Purpose   |
| Strictly Necessary cookies | order                                | internal APIGen plugin cookie (apidocs.ongage.net)  |
|                            | splitterBackup                       | internal APIGen plugin cookie (apidocs.ongage.net)  |
|                            | splitter                             | internal APIGen plugin cookie (apidocs.ongage.net)  |
|                            | CookieConsent                        | Store the user's cookie consent state for the current domain  |
|                            | cookielawinfo-checkbox-necessary     | Record the default button state of the corresponding category. It works in coordination with the primary cookie (viewed_cookie_policy)                          |
|                            | cookielawinfo-checkbox-non-necessary | Record the default button state of the corresponding category. It works in coordination with the primary cookie (viewed_cookie_policy)                          |
|                            | viewed_cookie_policy                 | Record the user consent for the usage of the cookies upon accept and reject. It doesn't track any personal data and is set only upon user action(accept/reject) |

|                                 |                           |   |
|---------------------------------|---------------------------|---|
|                                 | PHPSESSID                 | Establish a user session and pass state data via a temporary cookie, commonly referred to as a session cookie   |
|                                 | __cfduid                  | Hubspot: Set by HubSpot's CDN provider, Cloudflare. It helps Cloudflare detect malicious visitors and minimizes blocking legitimate users   |
|                                 | __cfuid                   | Hubspot: Set by HubSpot's CDN provider because of their rate limiting policies  |
|                                 | __hssc                    | Hubspot: Used by Hubspot to keep track of sessions. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp  |
|                                 | __hsrc                    | Hubspot: Used by Hubspot to keep track of sessions and to determine if the visitor has restarted their browser  |
|                                 | __hstc                    | Hubspot: Used by Hubspot to keep track of visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session)  |
|                                 | hubspotutk                | Hubspot: Used by Hubspot to keep track of a visitor's identity  |
| Functionality cookies           | intercom-id-sehnszxe      | Intercom: Used by Intercom as anonymous visitor identification cookie. More details: <a href="https://www.intercom.com/help/en/articles/2361922-intercom-messenger-cookies">https://www.intercom.com/help/en/articles/2361922-intercom-messenger-cookies</a>                      |
|                                 | intercom-session-sehnszxe | Intercom: Used by Intercom to keep track of sessions and remember logins and conversations. More details: <a href="https://www.intercom.com/help/en/articles/2361922-intercom-messenger-cookies">https://www.intercom.com/help/en/articles/2361922-intercom-messenger-cookies</a> |
| Performance (analytic) cookies  | AWSELB                    | AWS load balancer (apidocs.ongage.net)  |
| Advertising (targeting) Cookies | _ga                       | Analytics (apidocs.ongage.net)  |
|                                 | _gid                      | Analytics (apidocs.ongage.net)  |
|                                 | _dc_gtm_UA-36348290-1     | Google Analytics: Used by Google Analytics to throttle request rate   |
|                                 | _fbp                      | Facebook: Used by Facebook to deliver a series of advertisement products such as real time bidding from   |

|  |                        |   |
|--|------------------------|---|
|  |                        | third party advertisers   |
|  | _ga                    | Google Analytics: Used by Google Analytics to distinguish users   |
|  | _gali                  | Google Analytics: Used by Google Analytics to improve the accuracy of In-Page Analytics report by automatically differentiating between multiple links to the same URL on a single page by using link element IDs |
|  | _gat_UA-36348290-1     | Google Analytics: Used by Google Analytics to throttle request rate   |
|  | _gcl_au                | Google Analytics: Used by Google Analytics to attribute conversions properly  |
|  | _gid                   | Google Analytics: Used by Google Analytics to distinguish users   |
|  | _sp_id.143f            | Infinigrow: Used by Infinigrow for tracking and session control   |
|  | _sp_ses.143f           | Infinigrow: Used by Infinigrow for tracking and session control   |
|  | _sp_root_domain_test_# | Infinigrow: Used by Infinigrow for tracking and session control   |
|  | adclickref             | Store information about the latest visit of the user, composed of inbound link, referrer link, timestamp of visit   |
|  | firstvisitref          | Store information about the first visit of the user, composed of inbound link, referrer link, timestamp of visit  |
|  | user_info              | Store information about the User-Agent and IP of the user   |
|  | _sp_id.2e1c            | Analytics (apidocs.ongage.net)  |

**THIRD-PARTY COOKIES**

| <b>Cookie category</b>     | <b>Name of third party</b> | <b>Cookie name</b> | <b>Purpose</b> |
|----------------------------|----------------------------|--------------------|----------------|
| Strictly Necessary Cookies |                            |                    |                |
| Functionality              |                            |                    |                |

|                                    |             |                             |   |
|------------------------------------|-------------|-----------------------------|---|
| Cookies                            |             |                             |   |
| Performance<br>(analytic) cookies  |             |                             |   |
| Advertising<br>(targeting) Cookies | Poptin      | poptin_old_user             | Used in context with pop-up advertisement-content on the website for identifying an old user      |
|                                    | Poptin      | poptin_referrer             | Used in context with pop-up advertisement-content on the website to store the original referrer   |
|                                    | Poptin      | poptin_session              | Poptin session for poptin display settings  |
|                                    | Poptin      | poptin_user_id              | Used in context with pop-up advertisement-content on the website to store a unique visitor id     |
|                                    | Facebook    | fr                          | Encrypted Facebook ID and Browser ID  |
|                                    | Google      | 1P_JAR                      | Google advertising cookie used for user tracking and ad targeting purposes                        |
|                                    | Google      | ANID                        | Google advertising cookie used for user tracking and ad targeting purposes                        |
|                                    | Google      | CONSENT                     | Google advertising cookie used for user tracking and ad targeting purposes                        |
|                                    | Google      | DV                          | Google advertising cookie used for user tracking and ad targeting purposes                        |
|                                    | Google      | IDE                         | Google advertising cookie used for user tracking and ad targeting purposes                        |
|                                    | Google      | NID                         | Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads. |
| Google                             | test_cookie | Check if the user's browser |   |

|            |                    |  |  |
|------------|--------------------|--|--|
|            |                    |  | supports cookies.  |
| Infinigrow | sp                 |  | Used by Infinigrow for tracking and session control  |
| LinkedIn   | bcookie            |  | Browser ID cookie  |
| LinkedIn   | bscookie           |  | Secure Browser Cookie  |
| LinkedIn   | lang               |  | Sets default locale/language   |
| LinkedIn   | li_oatml           |  | Member indirect identifier for conversion tracking, retargeting, analytics                               |
| LinkedIn   | lidc               |  | Used for routing   |
| LinkedIn   | lissc              |  | Used by the social networking service, LinkedIn, for tracking the use of embedded services               |
| LinkedIn   | UserMatchHistory   |  | LinkedIn Ads ID syncing  |
| Twitter    | personalization_id |  | Twitter integration and sharing capabilities for the social media  |
| Poptin     | __cfduid           |  | Identify individual clients behind a shared IP address and apply security settings on a per-client basis |
| Poptin     | laravel_session    |  | This cookie is used internally by the website's owners, when uploading or renewing website content       |
| Poptin     | XSRF-TOKEN         |  | Stores the user's cookie consent state for the current domain  |

### 7. Cookies used through our Services

The cookies we place on the websites of our partners and customers which make use of our Services, are as follows:

| FIRST PARTY COOKIES |             |         |
|---------------------|-------------|---------|
| Cookie category     | Cookie name | Purpose |

|                                 |                                |  |
|---------------------------------|--------------------------------|--|
| Strictly Necessary cookies      | authautologin                  | Recognize authenticated logged in users  |
|                                 | session                        | Recognize authenticated logged in users  |
| Functionality cookies           | account_<id>_last_list_id      | Remember the last List selected, so users will be redirected to it next time they log in |
|                                 | image_id                       | Used when replacing an image   |
|                                 | analytics-events-grouping      | Remember grouping in cookie  |
|                                 | grid_page_size                 | Remember chosen items per page in cookie (for the entire domain)                         |
|                                 | closed_trial_expired_dialog    | Show "Trial Period Is Over" dialog   |
|                                 | menu_state                     | Saving menu state  |
|                                 | is_menu_narrow                 | Saving narrow menu state   |
|                                 | email_design_last_selected_tab | Saving email design last selected tab (WYSIWYG / HTML editor/ Text Editor)               |
| Performance (analytic) cookies  | AWSELB                         | Used for AWS load balancer   |
|                                 | show_profiler                  | Used to monitor live HTTP requests   |
| Advertising (targeting) Cookies | conversion                     | Google Tag Manager conversion point  |

| THIRD PARTY COOKIES            |                     |              |             |
|--------------------------------|---------------------|--------------|-------------|
| Cookie category                | Name of third party | Cookie name  | Purpose     |
| Strictly Necessary Cookies     | None                | None         | None        |
| Functionality Cookies          | BEE Free            | _ga          | WYSIWYG     |
|                                | BEE Free            | _gid         | WYSIWYG     |
|                                | BEE Free            | _gat         | WYSIWYG     |
| Performance (analytic) cookies | New Relic           | JSESSIONID   | Performance |
|                                | New Relic           | _ga          | Performance |
|                                | New Relic           | ei_client_id | Performance |

|                                       |                   |                  |                              |
|---------------------------------------|-------------------|------------------|------------------------------|
|                                       | New Relic         | _mkto_trk        | Performance                  |
|                                       | New Relic         | _gid             | Performance                  |
| Advertising<br>(targeting)<br>Cookies | LinkedIn          | UserMatchHistory | LinkedIn Ads ID syncing      |
|                                       | LinkedIn          | bcookie          | Browser ID cookie            |
|                                       | LinkedIn          | lang             | Sets default locale/language |
|                                       | LinkedIn          | li_sugr          | Browser Identifier           |
|                                       | LinkedIn          | lidc             | Used for routing             |
|                                       | LinkedIn          | lissc            | Not provided by LinkedIn     |
|                                       | Google Analytics  | DV               | Analytics                    |
|                                       | Google Analytics  | HSID             | Analytics                    |
|                                       | Google Analytics  | SID              | Analytics                    |
|                                       | Google Analytics  | SIDCC            | Analytics                    |
|                                       | Google Analytics  | __Secure-APISID  | Analytics                    |
|                                       | Google Analytics  | __Secure-SSID    | Analytics                    |
|                                       | Google Analytics  | __Secure-HSID    | Analytics                    |
|                                       | Google Analytics  | NID              | Analytics                    |
|                                       | Google Analytics  | APISID           | Analytics                    |
|                                       | Google Analytics  | SSID             | Analytics                    |
|                                       | Google Analytics  | __Secure-3PSID   | Analytics                    |
|                                       | Google Analytics  | 1P_JAR           | Analytics                    |
|                                       | Google Analytics  | SAPISID          | Analytics                    |
|                                       | Google Analytics  | __Secure-3PSID   | Analytics                    |
| Google Analytics                      | __Secure-3PAPISID | Analytics        |                              |
| Google Analytics                      | DSID              | Analytics        |                              |
| Google Analytics                      | IDE               | Analytics        |                              |
| Google Analytics                      | 1P_JAR            | Analytics        |                              |

You may also encounter our Cookies on websites that we do not control. Likewise, certain third parties may place their own Cookies in the Website and Services. Such third party Cookies are not subject to our control and this Notice does not cover them. If you are located in the EEA when

accessing our Website, the use of persistent and third party cookies will comply with the laws applicable to you.