

vcita - Cookies and Similar Tracking Technologies Policy

Last updated: January 17, 2024

This Cookies and Similar Technologies Policy (this “**Policy**”) provides you with general information about cookies and similar technologies (collectively, “**Tracking Technologies**”) as well as how and for what purposes vcita Inc. and its affiliates (“**vcita**”, “**we**”, “**us**” or “**our**”) use such Tracking Technologies on the vcita Websites and Services (as defined under the [Privacy Policy](#)).

Please take the time to read this Policy. If you have questions or comments, you are welcome to contact us at: privacy@vcita.com.

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What Are ‘Cookies’?

Cookies are small files with pieces of information, normally consisting of just letters and numbers, which websites use when users visit them.

Software on the users’ devices (for example, a web browser) can store cookies and send them back to the website the next time they visit, to make a specific function of the website work and to provide information about the user’s activities on the website.

What Are Cookies Used For?

Cookies are used in numerous ways. For example, when analyzing traffic to a website or tracking users' browsing behavior.

Cookies are widely used as they allow a website to recognize a user’s device. Cookies and other similar technologies help websites to remember the visitors and their activities, for example, the user’s login details or the goods users

wish to buy when they add goods to their online basket or proceed to the checkout on an internet shopping website.

What Are “Session Cookies” and “Persistent Cookies”?

“Session Cookies” are removed from your device once you close your browser session.

“Persistent Cookies” last for longer periods on your device - after you close your browser session.

A user can delete previously set Persistent Cookies manually or configure the browser settings to delete cookies, as further described below.

What Are “First-party Cookies” and “Third-party Cookies”?

First-party Cookies are set directly by the website that the user is visiting. For the purpose of this Policy, these are cookies that are set directly by the Website.

Third-party cookies are set by a domain other than the one visited by the user. For the purpose of this Policy, these are cookies that are set by service providers of the Website.

What Are “Similar Technologies”?

Functions usually performed by a cookie can be achieved by other means. This could include, for example, using certain characteristics to identify devices so that visits to a website can be analyzed.

Any technology that stores or accesses information on the user’s device is relevant for this purpose, and therefore it includes, for example, HTML5 local storage, Local Shared Objects and fingerprinting techniques.

Additionally, technologies like scripts, tracking pixels and plugins, wherever these are used – are also considered as Similar Technologies.

Does vcita Use Tracking Technologies?

Yes, we do.

We use both Session Cookies and Persistent Cookies as part of your experience on the Websites so that we can facilitate the use of the Websites’ features and tools, keep track of your preferences, improve your experience with our Websites, for web analytics and for marketing purposes.

Some cookies are strictly essential for the operation of the Websites while other cookies help to improve our services and marketing activities. The same rule goes for all Tracking Technologies that we use.

We have created a detailed Tracking Technologies table page, which is attached as an **Appendix A** to this Policy and is available [here](#). The table will

provide you with a clear and comprehensive image of the Tracking Technologies that we use.

When a Tracking Technology contains Personal Information, as indicated in [Appendix A](#), then [our Privacy policy](#) applies as well.

Does vcita Need to Obtain My Consent for Using Tracking Technologies?

Yes, however only with respect to the Tracking Technologies that are not strictly essential for the operation of the Websites, as further indicated in [Appendix A](#).

If you do not agree to accept our cookies or other Tracking Technologies that are not strictly essential for the operation of the Websites, you can manage your tracking technologies preferences of your web browser or decide not to use our Websites.

Can I Manage My Tracking Technologies Preferences?

Every browser allows you to manage your Tracking Technologies preferences, usually found in the "Help" or "Settings" sections of the web browser.

Here are some links to some commonly used web browsers: (a) [Google Chrome](#); (b) [Microsoft Edge](#); (c) [Mozilla Firefox](#); (d) [Microsoft Internet Explorer](#); (e) [Opera](#); (f) [Apple Safari](#).

In addition, you can turn off certain third party targeting or advertising cookies by visiting the following link: [Network Advertising Initiative](#).

To find out more about cookies, including how to see what cookies have been set, you can visit the following websites: [www.aboutcookies.org](#) and [www.allaboutcookies.org](#).

Some web browsers offer a "Do Not Track" ("DNT") signal. A DNT signal is an HTTP header field indicating your preference for tracking your activities on our services or through cross-site user tracking. The Websites do not respond to DNT signals.

Will We Change This Policy?

We update this Policy, where needed. Every time we will change this Policy, we will either send you an email about it or post a notice on the Website. We will post a notice on the Websites if our policy update includes substantial changes and obtain your consent once again, where required under applicable laws.

Appendix A: Tracking Technologies Table

vcita.com

Strictly Essential

Name	Purpose and expiration date	1st/3rd party
PHPSESSID	Technical cookie used to manage PHP backend sessions on the client side. Expiration: session.	1st
vc_cookie_accepted	Saved upon accepting vcita cookies. Expiration: 1 year.	1st
cptchca	Used to cache captcha validations. Expiration: session.	1st
__vcita_session	Connector cookie between the various vcita web properties and vcita app. Expiration: 60 days.	1st
attribution_params	Used to collect information about how visitors came to our website. Expiration: 10 years.	1st
source_referrer	Used to track the current session if the user initiates a conversation via a live chat window. Expiration: session.	1st
_mpid	Mixpanel. Unique ID to distinguish users. First party cookie generated from the original third party Mixpanel ID cookie. Expiration: 1 year.	1st
_gat	Google analytics. Unique ID used by Google Analytics to throttle request rate. More info. Expiration: 1 minute.	3rd
_gid	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info. Expiration: 24 hours.	3rd
_ga	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info.	3rd

	Expiration: 2 years.	
_gaexp	Google Optimize. Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in. More info. Expiration: 90 days.	3rd
mp_UNIQUEID_mixpanel	Mixpanel - unique ID to distinguish users. More info. Expiration: 1 year.	3rd
GCLID	Google Click ID (GCLID) parameter identifies the campaign and other attributes of the click associated with the Google ad for ad tracking and campaign attribution. More info. Expiration: 24 hours	3rd

Analytics Cookies

Name	Purpose and expiration date	1st/3rd party
hubspotutk	Hubspot. Used to track the visitor's identity. More info and opt-out . Expiration: 13 months.	3rd
__hstc	Hubspot. Used to keep track of visitors. More info and opt-out . Expiration: 13 months.	3rd
__hssc	Hubspot. Used to keep track of sessions. More info and opt-out . Expiration: 30 minutes.	3rd
__hssrc	Hubspot. Used to determine if the visitor has restarted their browser. More info and opt-out . Expiration: session.	3rd
stg_traffic_source_priority	Piwik PRO. Used to store the type of traffic source that explains how the visitor reached the website. More info and opt-out . Expiration: 30 minutes.	3rd

stg_last_interaction	Piwik PRO. Determines whether the last visitor's session is still in progress or a new session has started. More info and opt-out. Expiration: 1 year.	3rd
stg_returning_visitor	Piwik PRO. Determines if the visitor has already been to your website — he or she is a returning visitor. More info and opt-out. Expiration: 1 year.	3rd
stg_externalReferrer	Piwik PRO. Stores an URL of a website that referred a visitor to your website. More info and opt-out. Expiration: session.	3rd
_pk_id.UNIQUEID	Piwik PRO. Used to recognize visitors and hold their various properties. More info and opt-out. Expiration: 13 months.	3rd
_pk_ses.UNIQUEID	Piwik PRO. Shows an active visitor's session. More info and opt-out. Expiration: 30 minutes.	3rd
intercom-id-UNIQUEID	Intercom. Anonymous visitor identification cookie. More info and opt-out. Expiration: 9 months.	3rd
intercom-session-UNIQUEID	Intercom. Used to keep track of sessions and remember logins and conversations. More info and opt-out. Expiration: 7 days.	3rd

Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
_rdt_uuid	This cookie is set by Reddit and is used for remarketing on reddit.com. More info and opt-out. Expiration: 3 months.	3rd
_fbp	Facebook. Holds the visitor's unique ID. Info and opt out. Expiration: 3 months.	3rd
wd	Facebook. Used for remarketing ads. Info and opt out. Expiration: 1 week.	3rd

datr	Facebook. Used for remarketing ads. Info and opt out. Expiration: 2 years.	3rd
fr	Facebook. Used for remarketing ads. Info and opt out. Expiration: 3 months.	3rd
1P_JAR	Google. Used to gather website statistics and track conversion rates. Info and opt out. Expiration: 1 month.	3rd
OTZ	Google. Used to provide an aggregate analysis of Website visitors. Info and opt out. Expiration: 1 month.	3rd
ANID	Google. Used for advertising served across the web. Info and opt out. Expiration: 2 years.	3rd
NID	Google. Used to play YouTube videos embedded on the website. Info and opt out. Expiration: 6 months to 10 years.	3rd
_gcl_au	Google. Used for experimenting with advertisement efficiency across websites using their services. Info and opt out. Expiration: 3 months.	3rd
_lfa	Leadfeeder. Used to store and track audience reach. More info and opt-out. Expiration: 2 years.	3rd
viewedOuibounceModal	Wisepops. Technical session cookie used for exit-intent detection. More info and opt-out. Expiration: session.	3rd

Additional Similar Technologies - Pixels

Name	Purpose and expiration date	1st/3rd party
Local storage		1st

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Strictly Essential

Name	Purpose and expiration date	1st/3rd party
PHPSESSID	Technical cookie used to manage PHP backend sessions on the client side. Expiration: session.	1st
vc_cookie_accepted	Saved upon accepting vcita cookies. Expiration: 1 year.	1st
cptchca	Used to cache captcha validations. Expiration: session.	1st
___vcita_session	Connector cookie between the various vcita web properties and vcita app. Expiration: 60 days.	1st
attribution_params	Used to collect information about how visitors came to our website. Expiration: 10 years.	1st
source_referrer	Used to track the current session if the user initiates a conversation via a live chat window. Expiration: session.	1st
_mpid	Mixpanel. Unique ID to distinguish users. First party cookie generated from the original third party Mixpanel ID cookie. Expiration: 1 year.	1st
_gat	Google analytics. Unique ID used by Google Analytics to throttle request rate. More info. Expiration: 1 minute.	3rd
_gid	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info. Expiration: 24 hours.	3rd

_ga	<p>Google analytics. Unique ID used to collect information about how visitors use our website and platform.</p> <p>More info.</p> <p>Expiration: 2 years.</p>	3rd
_gaexp	<p>Google Optimize. Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.</p> <p>More info.</p> <p>Expiration: 90 days.</p>	3rd
mp_UNIQUEID_mixpanel	<p>Mixpanel - unique ID to distinguish users.</p> <p>More info.</p> <p>Expiration: 1 year.</p>	3 rd
GCLID	<p>Google Click ID (GCLID) parameter identifies the campaign and other attributes of the click associated with the Google ad for ad tracking and campaign attribution.</p> <p>More info.</p> <p>Expiration: 24 hours</p>	3rd

Analytics Cookies

Name	Purpose and expiration date	1st/3rd party
hubspotutk	<p>Hubspot. Used to track the visitor's identity.</p> <p>More info and opt-out.</p> <p>Expiration: 13 months.</p>	3rd
__hstc	<p>Hubspot. Used to keep track of visitors.</p> <p>More info and opt-out.</p> <p>Expiration: 13 months.</p>	3rd
__hssc	<p>Hubspot. Used to keep track of sessions.</p> <p>More info and opt-out.</p> <p>Expiration: 30 minutes.</p>	3rd
__hssrc	<p>Hubspot. Used to determine if the visitor has restarted their browser.</p> <p>More info and opt-out.</p> <p>Expiration: session.</p>	3rd

stg_traffic_source_prio rity	Piwik PRO. Used to store the type of traffic source that explains how the visitor reached the website. More info and opt-out. Expiration: 30 minutes.	3rd
stg_last_interaction	Piwik PRO. Determines whether the last visitor's session is still in progress or a new session has started. More info and opt-out. Expiration: 1 year.	3rd
stg_returning_visitor	Piwik PRO. Determines if the visitor has already been to your website — he or she is a returning visitor. More info and opt-out. Expiration: 1 year.	3rd
stg_externalReferrer	Piwik PRO. Stores an URL of a website that referred a visitor to your website. More info and opt-out. Expiration: session.	3rd
_pk_id.UNIQUEID	Piwik PRO. Used to recognize visitors and hold their various properties. More info and opt-out. Expiration: 13 months.	3rd
_pk_ses.UNIQUEID	Piwik PRO. Shows an active visitor's session. More info and opt-out. Expiration: 30 minutes.	3rd
intercom-id-UNIQUEID	Intercom. Anonymous visitor identification cookie. More info and opt-out. Expiration: 9 months.	3rd
intercom-session-UNIQUEID	Intercom. Used to keep track of sessions and remember logins and conversations. More info and opt-out. Expiration: 7 days.	3rd

Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
_rdt_uuid	This cookie is set by Reddit and is used for remarketing on reddit.com. More info and opt-out. Expiration: 3 months.	3rd
_fbp	Facebook. Holds the visitor's unique ID.	3rd

	Info and opt out . Expiration: 3 months.	
wd	Facebook. Used for remarketing ads. Info and opt out . Expiration: 1 week.	3rd
datr	Facebook. Used for remarketing ads. Info and opt out . Expiration: 2 years.	3rd
fr	Facebook. Used for remarketing ads. Info and opt out . Expiration: 3 months.	3rd
1P_JAR	Google. Used to gather website statistics and track conversion rates. Info and opt out . Expiration: 1 month.	3rd
OTZ	Google. Used to provide an aggregate analysis of Website visitors. Info and opt out . Expiration: 1 month.	3rd
ANID	Google. Used for advertising served across the web. Info and opt out . Expiration: 2 years.	3rd
NID	Google. Used to play YouTube videos embedded on the website. Info and opt out . Expiration: 6 months to 10 years.	3rd
_gcl_au	Google. Used for experimenting with advertisement efficiency across websites using their services. Info and opt out . Expiration: 3 months.	3rd
_lfa	Leadfeeder. Used to store and track audience reach. More info and opt-out . Expiration: 2 years.	3rd
viewedQuibounceModal	Wisepops. Technical session cookie used for exit-intent detection. More info and opt-out . Expiration: session.	3rd

Additional Similar Technologies - Pixels

Name	Purpose and expiration date	1st/3rd party
Local storage		1st

businessunusual.io

Strictly Essential

Name	Purpose and expiration date	1st/3rd party
PHPSESSID	Technical cookie used to manage PHP backend sessions on the client side. Expiration: session.	1st
bu-visited	Created upon first visiting Business Unusual to identify the visitor's first touch. Expiration: session.	1st
lcinhd	Unique Business Unusual user ID assigned for each session to provide personalised experience. Expiration: 10 years.	1st
last_category	Used for proper navigation across the Business Unusual website. Expiration: 1 year.	1st
vc_cookie_accepted	Saved upon accepting vcita cookies. Expiration: 1 year.	1st
cptchca	Used to cache captcha validations. Expiration: session.	1st
___vcita_session	Connector cookie between the various vcita web properties and vcita app. Expiration: 60 days.	1st
source_referrer	Used to track the current session if the user initiates a conversation via a live chat window. Expiration: session.	1st
attribution_params	Used to collect information about how visitors came to our website. Expiration: 10 years.	1st
_mpid	Mixpanel. Unique ID to distinguish users. First party cookie generated from the original third party Mixpanel ID cookie. Expiration: 1 year.	1st

attribution_user_id	Typeform. Unique user ID. More info. Expiration: 1 year.	3rd
ajs_anonymous_id	Segment IO unique ID cookie created by Typeform implementation. More info. Expiration: 1 year.	3rd
amplitude_id_	Amplitude unique ID cookie created by Typeform implementation. More info. Expiration: 10 years.	3rd
__cfduid	Cloudflare site ID cookie created by Typeform implementation. More info. Expiration: 1 month.	3rd
OptanonConsent	Holds OneTrust cookie consent information. Created by Typeform implementation. More info. Expiration: 1 year.	3rd
OptanonAlertBoxClosed	Holds information whether OneTrust cookies notice was seen. Created by Typeform implementation. More info. Expiration: 1 year.	3rd
_gat	Google analytics. Unique ID used by Google Analytics to throttle request rate. More info. Expiration: 1 minute.	3rd
_gid	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info. Expiration: 24 hours.	3rd
_ga	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info. Expiration: 2 years.	3rd
mp_UNIQUEID_mixpanel	Mixpanel - unique ID to distinguish users. More info. Expiration: 1 year.	3rd

Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
_fbp	Facebook. Holds the visitor's unique ID. Info and opt out . Expiration: 3 months.	3rd
wd	Facebook. Used for remarketing ads. Info and opt out . Expiration: 1 week.	3rd
datr	Facebook. Used for remarketing ads. Info and opt out . Expiration: 2 years.	3rd
fr	Facebook. Used for remarketing ads. Info and opt out . Expiration: 3 months.	3rd

Additional Similar Technologies - Pixels

Name	Purpose and expiration date	1st/3rd party
Local storage		1st

landing.vcita.com

Strictly Essential

Name	Purpose and expiration date	1st/3rd party
_cfuid	This cookie is set by Hubspot's CDN provider because of their rate limiting policies. More info . Expiration: session.	3rd
_cfduid	This cookie is set by Hubspot's CDN provider Cloudflare to detect malicious visitors to the website. More info . Expiration: 1 month.	3rd

__hs_opt_out	Hubspot consent tracking cookie. Placed to remember your preference. Expiration: 13 months.	3rd
_hs_initial_opt_in	Hubspot. Used to track the visitor's initial consent. More info. Expiration: 1 week	3rd

Analytics Cookies

Name	Purpose and expiration date	1st/3rd party
_hssrc	Used to determine if the visitor has restarted their browser. More info and opt-out . Expiration: session.	1st
hubspotutk	Hubspot. Used to track the visitor's identity. More info and opt-out . Expiration: 13 months.	3rd
__hstc	Hubspot. Used to keep track of visitors. More info and opt-out . Expiration: 13 months.	3rd
__hssc	Hubspot. Used to keep track of sessions. More info and opt-out . Expiration: 30 minutes.	3rd
_gat	Google analytics. Unique ID used by Google Analytics to throttle request rate. More info. Expiration: 1 minute.	3rd
_gid	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info. Expiration: 24 hours.	3rd
_ga	Google analytics. Unique ID used to collect information about how visitors use our website and platform. More info. Expiration: 2 years.	3rd

Marketing Cookies

Name	Purpose and expiration date	1st/3rd party
_fbp	Facebook. Holds the visitor's unique ID. Info and opt out . Expiration: 3 months.	3rd