

## Hive Project Cookie Declaration

Last updated on 24<sup>th</sup> May 2018

Our Website uses cookies for:

### I. Statistics:

Name	Provider	Purpose	Expiry	Type
<b>_dc_gtm_UA-#</b>	First Party	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	Session	HTTP
<b>_ga</b>	First Party	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 Years	HTTP
<b>_gid</b>	First Party	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Session	HTTP
<b>gat</b>	First Party	Used by Google Analytics to throttle request rate.	Session	HTTP
<b>cookieconsent_status</b>	First Party	Registers if the user has agreed with the use of cookies.	1 Year	HTTP

### II. Marketing:

Name	Provider	Purpose	Expiry	Type
<b>_hjIncludedInSample</b>	First Party	Determines if the user's navigation should be registered in a certain statistical place holder.	Session	HTTP
<b>collect</b>	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel
<b>fr</b>	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 Months	HTTP
<b>GPS</b>	youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	Session	HTTP
<b>r/collect</b>	doubleclick.net	Unclassified	Pixel	Pixel
<b>tr</b>	facebook.com	Unclassified	Pixel	Session

<b>UUID#[abcdef0123456789]{32}</b>	store.hive-project.net	Unclassified	HTTP	Session
<b>VISITOR_INFO1_LIVE</b>	youtube.com	Tries to estimate the users' bandwidth on pages with integrated You Tube videos.	HTTP	179 days
<b>YSC</b>	youtube.com	Registers a unique ID to keep statistics of what videos from You Tube the user has seen.	HTTP	Session

**Glossary:**

**Cookies:** cookies are small data files that are placed on your computer or other device from which you access our Services They may identify your device or collect other information, to manage your user preferences, enable content, gather analytic and usage data, or deliver you more personalized marketing.

**First-party cookies:** meaning they are set by the web server of the visited page.

**Marketing cookies:** marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

**Operationally necessary cookies:** necessary cookies enable you to move around a website and use its features. They identify irregular site behaviour, prevent fraudulent activity, improve security and allow the website to operate. These cookies expire after a session ends and do not require specific user consent.

**Opt-in/opt-out:** users are always free to decline, block, delete, or disable tracking technologies if your browser, application, or device permits it, however it could mean you will not be able to take full advantage of certain services, for example you may be required to re-enter your password during sessions.

**Regulation:** the use of cookies in the EU is governed by Article 5(3) of the Directive on privacy and electronic communications and the requirements of the General Data Protection Regulation (GDPR).

**Session cookies:** these cookies are created when a user opens the browser window and are deleted when the browser window closes. If they are not deleted, they are called persistent and remain on a user's device for a set period (e.g. 3 months).

**Statistic cookies:** statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

**Third-party cookies:** meaning they are stored by a different domain to the visited page's domain (e.g. youtube.com).