

Cookie Policy

We use cookies on our Site to distinguish you from other users of our Site. This helps us to provide you with a good experience when you browse our Site and also allows us to improve the Site. Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the Site.

We use persistent cookies and session cookies on our Site. We use persistent cookies to save your login information for future logins to the Site. We use session cookies to enable certain features of the Site, to better understand how you interact with the Site and to monitor aggregate usage by users and web traffic routing on the Site. Unlike persistent cookies, session cookies are deleted from your computer when you log off from the Site and then close your browser.

The table below explains the cookies we use and why we use each of them.

Cookie	Description	Duration	Type
VISITOR_INFO1_LIVE	This cookie is set by Youtube. Used to track the information of the embedded YouTube videos on a website.	5 months	Advertisement
YSC	This cookies is set by Youtube and is used to track the views of embedded videos.		Performance
GPS	This cookie is set by Youtube and registers a unique ID for tracking users based on their geographical location	30 minutes	Analytics

Cookie	Description	Duration	Type
IDE	Used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile.	1 year	Advertisement
pardot	A session cookie named pardot is set in your browser while you're logged in to Pardot as a user or when a visitor accesses a form, landing page, or page with Pardot tracking code. The cookie denotes an active session and isn't used for tracking.	Session	Analytics
lpv(accountid)	This LPV cookie is set to keep Pardot from tracking multiple page views on a single asset over a 30-minute session. For example, if a visitor reloads a landing page several times over a 30-minute period, this cookie keeps each reload from being tracked as a page view.	30 minutes	Analytics
visitor_id(accountid>-hash)	The visitor hash cookie contains the account ID and stores a unique hash. For example, the cookie name visitor_id12345-hash stores the hash "855c3697d9979e78ac404c4ba2c66533", and the account ID is 12345. This cookie is a security measure to make sure that a malicious user can't fake a visitor from Pardot and access corresponding prospect information.	Session	Analytics

Cookie	Description	Duration	Type
visitor_id(accountid)	The visitor cookie includes a unique visitor ID and the unique identifier for your account. For example, the cookie name visitor_id12345 stores the visitor ID 1010101010. The account identifier, 12345, makes sure that the visitor is tracked on the correct Pardot account. The visitor value is the visitor_id in your Pardot account. This cookie is set for visitors by the Pardot tracking code.	Session	Analytics

You can set up your browser options, to stop your computer accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use the whole of the Site or all functionality of the services. To find out more about cookies, including how to see what cookies have been set, how to manage and delete them, visit: aboutcookies.org or allaboutcookies.org. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout> or by visiting the Network Advertising Initiative Opt Out page.

