



SmartSearch®///

# SmartSearch Cookie List



# Cookie Policy

## Cookie List

A cookie is a small piece of data (text file) that a website - when visited by a user- asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies - which are cookies from a domain different than the domain of the website you are visiting- for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

## Essential Cookies

These are cookies that are required for the operation of our website and use of its features, and therefore cannot be switched off in our systems. Without these cookies, you will be unable to use the SmartSearch.com site. The use of these cookies for the purposes described is based on our legitimate interest to ensure the proper technical functioning of, access to and use of the SmartSearch.com site and to provide you with the service(s) you have expressly requested.

Cookie Subgroup	Cookie
smartsearch.com	<u>sbjs first</u> , <u>sbjs first add</u> , <u>sbjs migrations</u> , <u>sbjs</u>
<u>smartsearch.com</u>	<u>laravel session</u> , <u>OptanonAlertBoxClosed</u> , <u>OptanonConsent</u> , <u>XSRF-TOKEN</u>
<u>hs-scripts.com</u>	__cfduid
<u>hsforms.net</u>	__cfduid
<u>hubspot.com</u>	__cfduid
<u>hs-analytics.net</u>	__cfduid
<u>hscollectedforms.net</u>	__cfduid
<u>myfonts.net</u>	__cfduid
<u>hs-banner.com</u>	__cfduid



## Cookie Policy

### Performance Cookies

These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. It is in our legitimate business interests to use these types of cookies but you can restrict these at any time. Without these cookies the site may not perform or look as expected. All information these cookies collect is aggregated and therefore anonymous.

Cookie Subgroup	Cookie
smartsearch.com	<u><a href="#">hjIncludedInPageviewSample</a></u> , <u><a href="#">hjIncludedInSessionSample</a></u> , <u><a href="#">testinfinity</a></u>
<u><a href="#">smartsearch.com</a></u>	<u><a href="#">hssc</a></u> , <u><a href="#">hssrc</a></u> , <u><a href="#">hstc</a></u> , <u><a href="#">_ga</a></u> , <u><a href="#">gat UA-gclxxx</a></u> , <u><a href="#">_gid</a></u> , <u><a href="#">hjAbsoluteSessionInProgress</a></u> , <u><a href="#">hjFirstSeen</a></u> , <u><a href="#">_hjid</a></u> , <u><a href="#">_hjI</a></u>
<u><a href="#">d2wy8f7a9ursnm.cloudfront.net</a></u>	<u><a href="#">_hjIncludedInPageviewSample</a></u>
<u><a href="#">script.hotjar.com</a></u>	<u><a href="#">_hjIncludedInPageviewSample</a></u> , <u><a href="#">_hjIncludedInSessionSample</a></u>
<u><a href="#">turn.com</a></u>	<u><a href="#">uid</a></u>
<u><a href="#">Google Analytics</a></u>	<u><a href="#">_ga</a></u>
<u><a href="#">Google Analytics</a></u>	<u><a href="#">_gid</a></u>
<u><a href="#">HubSpot</a></u>	<u><a href="#">_hssc</a></u>
<u><a href="#">HubSpot</a></u>	<u><a href="#">_hs_cookie_cat_pref</a></u>



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### Performance Cookies

Cookie Subgroup	Cookie
HubSpot	<u>_hssrc</u>
<u>Microsoft Clarity</u>	<u>_clck</u>
<u>Microsoft Clarity</u>	<u>_clsk</u>
<u>Content Square</u>	<u>_cs_id</u>
<u>Facebook</u>	<u>_fbp</u>
Optimizely	<u>optimizelyEndUserId</u>

### Functional Cookies

These are used to recognise you when you return to our website. These cookies are optional and are used to remember the choices you have made, for example the country you visit from, your language and any changes you have made to text size and other parts of the web pages that you can customise to improve your user experience and to make your visits more tailored and enjoyable. If you do not allow these cookies then some or all of these services may not function properly.

Cookie Subgroup	Cookie
smartsearch.com	<u>hubspotutk</u>
<u>linkedin.com</u>	<u>bcookie</u> , <u>lang</u> , <u>lidc</u>
<u>ads.linkedin.com</u>	lang



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### Functional Cookies

Cookie Subgroup	Cookie
Cloudflare	<u>_cfuvid</u>
<u>Content Square</u>	<u>_cs_c</u>
<u>HubSpot</u>	messagesUtk

### Targeting Cookies

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. To measure the effectiveness of and marketing or information initiatives [We may also share this information with third parties for this purpose.] Without these

cookies the site may not perform or look as expected and you may not be targeted with ads that are relevant to your interests. We will ask for your consent to use these cookies.

Cookie Subgroup	Cookie
<u>www.smartsearch.com</u>	<u>uetsid</u>
<u>bing.com</u>	<u>MUID</u>
<u>linkedin.com</u>	AnalyticsSyncHistory, li_gc, UserMatchHistory
<u>hubspot.com</u>	cf_bm
<u>www.linkedin.com</u>	bscookie



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### Targeting Cookies

Cookie Subgroup	Cookie
<u>nimblebird.co</u>	<u>b4c5fd16feed4817bf5ce50d2a4412df4728dff</u> <u>e813a4b3fad8df369d0b25fce</u>
<u>ict.infinity-tracking.net</u>	<u>ictf_ilnnn, ictf_innnn, ictf_master, testinfinitycookie</u>
<u>Mircosoft Ads</u>	<u>_uetvid</u>
<u>Mircosoft Ads</u>	<u>_uetsid</u>



# SmartSearch<sup>®</sup>///

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