

COOKIE POLICY

During your navigation on our Site www.traceone.com, some information may be recorded in files called “cookies” (hereafter referred as “Cookies”) installed on your computer, digital tablet, or smartphone. The following Policy allow an understanding of what is a Cookie, what is its purpose and how You can set it up.

- **What is a Cookie?**

Cookies are short pieces of data that are sent to your terminal (computer, digital tablet, smartphone, etc.) when You visit a website. This data can only be read by its issuer. It allows identification of your terminal in which it has been registered and to register your navigation technical data for a limited time.

- **What Cookies are we using and for what purposes?**

We use the following Cookies in connection with your use of the Site:

- 1- **Cookies strictly necessary for the running of the Site**

These are those which are essential for the proper functioning of the Site, without which certain parts of the Site will not be able to function. They are generally only activated in response to actions that You perform. These Cookies do not store any personal data. No Cookie is used to transmit information of personal nature, nor is any type of so-called persistent cookie used, i.e. user-tracking systems.

STRICTLY ECESSARY COOKIES			
Name	Provider	Purpose	Expiration
__cf_bm	Cloudflare	Used to distinguish between humans and bots for security.	30 minutes
laboratory-anonymous-id	HubSpot	Used to anonymously group individual sessions.	End of session
hs_login_email	HubSpot	Prevents banner from reappearing in strict mode.	End of session
__hs_initial_opt_in	HubSpot	Prevents banner from reappearing in strict mode.	7 days
__hs_opt_out	HubSpot	Remembers that the user declined non-essential Cookies.	6 months
__hs_cookie_cat_pref	HubSpot	Records Cookie category preferences.	6 months

hubspotapi-csrf	HubSpot	Prevents cross-site request forgery (CSRF).	12 months
_key	HubSpot	Maintains access to password-protected pages.	14 days
hs-messages-is-open	HubSpot	Remembers if the chat widget is open.	30 minutes
hs-messages-hide-welcome-message	HubSpot	Hides chat welcome message after first view.	1 day
__hsmem	HubSpot	Tracks HubSpot login status.	7 days
PHPSESSID	Trace One	Maintains the session during site navigation.	End of session

2- Optional cookies that are not essential to the functioning of the Site

To be validly registered on Your terminal, these Cookies must be the subject of Your express consent.

Analytics cookies :

These Cookies collect information about how visitors use our Site (pages visited, time spent, errors encountered, etc.). The data is aggregated and used to improve the Site's performance and user experience.

ANALYTICS COOKIES			
Name	Provider	Purpose	Expiration
__hssc	HubSpot	Tracks sessions and page views.	30 minutes
__hssrc	HubSpot	Identifies if the browser was restarted.	End of session
__hstc	HubSpot	Main cookie for tracking visitors.	6 months
hubspututk	HubSpot	Identifies visitors for form submission and deduplication.	6 months
_gid	Google Analytics	Stores a unique ID per page visit.	24 hours
_ga	Google Analytics	Distinguishes users for analytics.	24 months
ga	Google Analytics 4	Maintains session state.	24 months
_gat	Google Analytics	Throttles request rate.	1 minute
cusid	ClickDimensions	Tracks session continuity.	30 minutes
cuvon	ClickDimensions	Maintains session continuity.	30 minutes

Advertising Cookies :

Advertising Cookies help us deliver relevant advertisements and measure ad campaign performance. They may be set by us or by third-party providers.

ADVERTISING COOKIES			
Name	Provider	Purpose	Expiration
_gcl_au	Google AdSense / Ads	Tracks ad clicks and conversions.	3 months

Functionality Cookies :

These Cookies enable enhanced functionality and personalization, such as remembering chat conversations or login information.

FUNCTIONALITY COOKIES			
Name	Provider	Purpose	Expiration
messagesUtk	HubSpot	Remembers user identity and chat history.	6 months
hubspotapi	HubSpot	Manages user session and access permissions.	End of session
hubspotapi-lax	HubSpot	Tests browser support for SameSite Lax Cookies.	12 months
hubspotapi-strict	HubSpot	Tests browser support for SameSite Strict Cookies.	12 months
hubspotapi-prefs	HubSpot	Remembers if user selected "remember me".	12 months

- **What are your choices regarding Cookies?**

You can set your browser to accept or decline Cookies on your device. You may choose at any time to express and modify your wishes regarding Cookies, by the means described below.

1- Accepting Cookies:

By browsing the Site, You agree to the storage of strictly necessary Cookies on your device.

The storage of optional, non-essential Cookies is subject to your consent.

By clicking on “Accept” on the Cookie banner, You consent to the deposit of all optional non-essential Cookies on your device. These Cookies, embedded in the pages and content that You have viewed, may be temporarily stored in a dedicated area of your device and can only be read by their sender.

You can change your choice at any time as indicated below.

2- Declining Cookies:

You can configure your browser to block the storage of optional, non-essential Cookies . Please note that certain parts of the Site may not function properly if You do so.

By clicking on “Decline” on the banner to that effect, no optional non-essential Cookies will be deposited on your device and no data regarding your navigation or actions on our Site will be recorded.

3- Managing Cookie Preferences:

You can manage your Cookie preferences at any time by clicking ‘Manage Preferences’ on the Cookie banner. Here, You can select which categories of optional non-essential Cookies you wish to allow (namely : analytics Cookies, advertisement Cookies and functionality Cookies). Strictly necessary Cookies will always be applied, as they are essential for the operation of the Site and do not require consent.

You can also update your preferences at any time by clicking on “Manage Cookies” at the bottom of the Site.

You may also choose to manually manage your cookies by configuring your web browser settings. Below is a non-exhaustive list of links to help you do so, depending on your browser:

- Internet Explorer: <https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>
- Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- Safari: <https://support.apple.com/en-us/HT201265>
- Google Chrome: <https://support.google.com/accounts/answer/61416?hl=en>
- Opéra: <https://help.opera.com/en/latest/web-preferences/#cookies>

HubSpot: for further information on the methods to gather and use data by HubSpot, please visit the web site: https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser.

Once your choices are registered, we will only use optional, non-essential Cookies that You will have expressly authorized and strictly necessary Cookies that You didn’t block on your browser. Any registered Cookies stocked before your configuration will remain active on your terminal and You will be able to suppress it via your web browser set up section.

If your terminal is used by several persons, the sharing of such use and the configuration of your web browser related to Cookies are your responsibility.

- **Links to other websites**

This Site may contain links or references for access to other websites, such as social networks Facebook, Instagram, Google+, Twitter and Pinterest. By clicking on the appropriate links you can, for example, share our contents. We inform you that Trace One does not control Cookies or other monitoring technologies of these websites to which this Cookies Policy does not apply.

The User may contact Trace One for any questions regarding the Cookies Policy at dataprotection@traceone.com.

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