

Cookies & Tracking Notice

Last modified: 04 January, 2024 - This notice is effective as of the “last modified” date. By continuing to use our products and services, you acknowledge acceptance of these changes. Prior versions of this notice can be found [here](#).

Changes: Large parts rewritten for clarity. Added list of cookies.

Any capitalised terms used but not defined below derive their meanings from the Digital Samba [Privacy Policy](#) (“**Privacy Policy**”).

1. Introduction

This Cookies & Tracking Notice (this “**Notice**”) explains how Digital Samba uses cookies and similar tracking technologies on our websites and in our products. You will learn what cookies are, why we use them, what information we track, and how you can opt out of the tracking of your personal information.

2. What are the types of tracking technologies?

In this Notice, we classify the tracking technologies as “cookies” and “other tracking technologies” (collectively referred to as “**tracking technologies**” in this Notice). While they effectively serve the same purpose - to track your activities and behaviour for various business purposes - they rely on different mechanisms to achieve this.

2.1. Cookies

A cookie is a small text file that is downloaded onto your device when you visit a website. It is sent to your browser and stored on your device, either in temporary memory or on the hard disk. When you visit a website, the cookie enables the site to identify and recollect your previous interactions.

2.1.1. Cookie types

Cookies can be classified based on their origin (i.e. who creates them). There are two primary types of cookies:

- **First-party cookies.** First-party cookies are created and stored by the website (or domain) you visit and allow website owners to collect analytics data, remember language settings, and perform other useful functions that provide a good user experience. A first-party cookie can only be accessed by the website that created it.
- **Third-party cookies.** Third-party cookies are created by domains that are not the website (or domain) that you are visiting and are generally used for online advertising purposes and placed on a website through a script or tag. A third-party cookie is accessible on any website that loads the third-party server's code.

2.1.2. Cookie persistence

Cookies can persist on your device for different periods of time.

- **Session cookies.** Session cookies are used to store temporary information while a user is browsing a website. They are designed to remember user actions during a single browsing session and are deleted automatically when the browser is closed. They are essential for functionalities that require the web application to remember user actions and changes as they navigate through the site, such as maintaining items in a shopping cart or remembering user input when filling out multi-page forms. Because they are temporary and not stored long-term, session cookies are generally considered less of a privacy risk than persistent cookies.
- **Persistent cookies.** Persistent cookies are stored on a user's device for a set period of time and remain on the user's device even after the browser is closed. They are used to remember user preferences, login information, and other settings over multiple sessions. When a user revisits the website, the site can recall the user's preferences and settings without the need for re-entry. The lifespan of a persistent cookie can vary, ranging from a few minutes to several years, and is determined by the website setting the cookie.

2.1.3. Cookie categories

Cookies are categorised according to the purpose they serve. This is important because privacy legislation determines whether your consent is required to create and store the different categories of cookies.

- **Strictly necessary cookies.** Strictly necessary cookies are essential for the basic functionality and operation of a website. They enable core features such as user login, account management, and shopping cart functionality. Unlike other types of cookies, they do not track user activity for analytics or advertising purposes. As they are crucial for the website to function properly, they are typically exempt from the requirement of user consent under privacy regulations.
- **Functionality cookies.** Functionality cookies (also known as “Personalisation cookies”) are designed to enhance the user experience on a website by remembering choices and preferences the user has made during previous visits. These cookies might store information such as the user's preferred language, region, or layout settings. Unlike strictly necessary cookies, functionality cookies are not essential for the website's operation but play a key role in personalising and improving the overall user experience. They help make the user's interaction with the site more convenient and tailored to their individual preferences.
- **Advertisement cookies.** Advertisement cookies (also known as “Tracking cookies”) are used to deliver targeted advertisements to users based on their online activities and browsing habits. These cookies track users across websites, gathering information about their interests and preferences. This data is then used to show relevant ads to the user, improve the effectiveness of advertising campaigns, and limit the number of times a specific ad is presented. Advertising cookies are crucial for advertisers and website owners in personalising marketing efforts and measuring the performance of ad campaigns. They play a key role in the online advertising ecosystem, enabling more tailored and potentially more engaging ad experiences for users.

- **Analytics cookies.** Analytics cookies (also known as "Performance cookies") are used to gather information about how visitors use a website. Their main function is to provide website owners with insights and data that can help them understand user behaviour, such as how often users visit, which pages are most frequented, and how they navigate between pages. This information is vital for analysing website performance, identifying areas for improvement, and making informed decisions about enhancements or changes to the site. Unlike advertisement cookies, analytics cookies primarily focus on collecting data for statistical analysis and website optimisation, rather than targeting or tracking individual users for marketing purposes.
- **Social media cookies.** Social media cookies are used to enable integration of social media platforms into a website. They allow users to share content from the website directly to their social media accounts by clicking a "Share" or "Like" button. When the user engages with these buttons, the respective social network registers the interaction. This information may be linked to targeting/advertising activities.

2.2. Other tracking technologies

Technologies that store or access information on your devices, similar to cookies, are also covered by this Notice. These technologies include:

- **Web beacons.** A web beacon (also known as a "pixel tag" or "tracking pixel") is a small, often transparent, graphic image that is placed on a website or in an email. They are used to track user behaviour on websites or to monitor the delivery and interaction with emails. When a user visits a website or opens an email containing a web beacon, the beacon sends information back to the server, such as the IP address of the device, the time the beacon was viewed, and the type of browser used. This data is used for various purposes, including analysing website traffic, managing site content, tracking email campaign effectiveness, and targeted advertising.
- **Web storage.** Web Storage (also known as "local storage" and "session storage") is a feature in HTML5 that allows websites to store data in a web browser on a user's device. Unlike cookies, which have size limitations and are sent with every HTTP request, Web Storage provides a more efficient and secure way to store larger amounts of data locally. Web Storage is widely used in modern web applications for its capacity to handle more data, its improved performance (as data is not sent with every server request), and its ability to function offline.
- **Device fingerprinting.** Device fingerprinting is a method used to uniquely identify and track individuals using their device's characteristics without relying on traditional tracking methods like cookies. This technique gathers various details about a user's device and browser settings, such as screen resolution, operating system, browser type, installed fonts, and even hardware configurations. Device fingerprinting can be used to track user behaviour and preferences for targeted advertising, but it also serves a purpose in security and user safety.
- **Session recording.** Session recording involves capturing and replaying the interactions of users on a website. It is technically achieved through the integration of JavaScript code into a website, which captures user interactions like mouse movements, clicks and scrolling. The captured data is then processed to reconstruct the user's session, accurately replicating their

visual experience on the website. Session recording is used to identify usability issues and to optimise the overall user experience.

3. How do we use tracking technologies?

Digital Samba uses tracking technologies for two reasons: to provide you with quality products and to support the growth of our business. We do not sell your data - ever.

In our [Privacy Policy](#), you will find definitions for our Websites, our Embedded product, and our Samba Live product. In this section, we reference those separate Digital Samba offerings to clarify where we use the various tracking technologies and how they affect you and your data.

Below we list the cookies and other tracking technologies that we use on our Websites, in the Embedded product, and in the Samba Live product.

3.1. On our Websites

3.1.1. Cookies

We use Hubspot to publish our websites. When you visit our websites, you will be presented with a cookie banner where you can make a choice about which cookies you allow. If you choose to deny the use of cookies, we will not set any non-essential cookies (i.e. we will not set functionality, analytics, or advertisement cookies). We will however set strictly necessary cookies, as those are required for the security and basic operation of the sites.

Depending on which categories of cookies you allow, we may set the following cookies in your browser:

Strictly necessary cookies	Description	Type	Provider	Expiration
__cf_bm	This cookie is part of Cloudflare's Bot Management service and helps manage incoming traffic that matches criteria associated with bots.	1st party	digitalsamba.com	30 minutes
__cf_bm	This cookie is part of Cloudflare's Bot Management service and helps manage incoming traffic that matches criteria associated with bots.	3rd party	hubspot.com	30 minutes
__cfuid	This cookie is used by Cloudflare to identify trusted web traffic.	1st party	digitalsamba.com	session
__hs_cookie_cat_pref	This cookie is used by	1st	digitalsamba.com	180 days

	Hubspot to store your consent preferences.	party		
_cfuvid	This cookie is part of Cloudflare's rate limiting logic and helps to apply rate limits when multiple unique visitors are connecting behind the same NAT.	3rd party	hubspot.com	session
hs_ab_test	This cookie is used by Hubspot to consistently serve visitors the same version of an A/B test page.	1st party	digitalsamba.com	session
hs-messages-is-open	This cookie is used by Hubspot to remember the state of the chat bot.	1st party	digitalsamba.com	30 minutes
Functionality cookies	Description	Type	Provider	Expiration
_hjAbsoluteSessionInProgress	This cookie is used by Hotjar to detect the first pageview session of a user. It stores a true/false value.	1st party	digitalsamba.com	30 minutes
_hjFirstSeen	This cookie is used by Hotjar to identify a new user's first session. It stores a true/false value.	1st party	digitalsamba.com	30 minutes
AnalyticsSyncHistory	This cookie is set by LinkedIn to store information about the time a sync took place with the lms_analytics cookie.	3rd party	linkedin.com	30 days
JSESSIONID	This cookie is used by the Hotjar Forms API, which uses the New Relic service to monitor session counts for an application.	3rd party	nr-data.net	session
messagesUtk	This cookie is used by	1st	digitalsamba.com	180 days

	Hubspot to recognise users who interact with the chatbot assistant.	party		
test_cookie	This cookie is set by Google DoubleClick to test whether cookies can be set.	3rd party	doubleclick.net	15 minutes
Analytics cookies	Description	Type	Provider	Expiration
__hssc	This cookie is used by Hubspot to identify if the cookie data needs to be updated in the visitor's browser.	1st party	digitalsamba.com	30 minutes
__hssrc	This cookie is used by Hubspot to recognise the visitor's browser upon reentry on the website.	1st party	digitalsamba.com	session
__hstc	This cookie is used by Hubspot to obtain data on visitor behaviour for statistical purposes.	1st party	digitalsamba.com	180 days
_ga	This cookie is used by Google Analytics to track the visitor across devices and marketing channels.	1st party	digitalsamba.com	400 days
ga#	This cookie is used by Google Analytics to track the visitor across devices and marketing channels.	1st party	digitalsamba.com	400 days
_gat	This cookie is used by Google Analytics to track the visitor across devices and marketing channels.	1st party	digitalsamba.com	1 minute
_gid	This cookie is used by Google Analytics to track the visitor across devices and marketing channels.	1st party	digitalsamba.com	1 day

hjIncludedInSessionSample#	This cookie is used by Hotjar to collect statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1st party	digitalsamba.com	1 minute
hjSession#	This cookie is used by Hotjar to collect statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1st party	digitalsamba.com	30 minutes
hjSessionUser#	This cookie is used by Hotjar to collect statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1st party	digitalsamba.com	1 year
hubspotutk	This cookie is used by Hubspot to obtain data on visitor behaviour for statistical purposes.	1st party	digitalsamba.com	180 days
Advertisement cookies	Description	Type	Provider	Expiration
_fbp	This cookie is used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	1st party	digitalsamba.com	90 days
_gcl_au	This cookie is used by Google AdSense for experimenting with advertisement efficiency across	1st party	digitalsamba.com	90 days

	websites using their services.			
ar_debug	This cookie is set by Google Ad Services to debug ads.	3rd party	google-analytics.com	90 days
bcookie	This cookie is set by LinkedIn to track the use of embedded services.	3rd party	linkedin.com	1 year
bscookie	This cookie is set by LinkedIn to track the use of embedded services.	3rd party	linkedin.com	1 year
fr	This cookie is set by Meta for targeted advertising.	3rd party	facebook.com	90 days
IDE	This cookie is set by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	3rd party	doubleclick.net	400 days
li_sugr	This cookie is set by LinkedIn to collect data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	3rd party	linkedin.com	90 days
lidc	This cookie is set by LinkedIn to register which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	3rd party	linkedin.com	1 day

UserMatchHistory	This cookie is set by LinkedIn for advertising purposes, including: tracking visitors so that more relevant ads can be presented.	3rd party	linkedin.com	30 days
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3.1.2. Other tracking technologies

Digital Samba, along with its partners and service providers, does not track you personally without your explicit consent. Your consent is determined by the choices you make in the cookie banner. If you do not consent to the use of analytics and advertisement cookies, your interactions on our websites will not be associated with your identity. Instead, we will perform anonymous tracking (devoid of any personally identifiable data) where possible, allowing us to understand general user behaviour, which helps us to improve our services and determine the efficacy of our advertising and marketing campaigns. Anonymous tracking is in compliance with GDPR Article 4 (further substantiated by Recital 26 of the same article), as no personally identifiable information is tracked.

For the improvement of our Websites, we use the following services:

- Hubspot (analytics)
- Google Analytics (analytics)
- Hotjar (analytics)

For our advertising and marketing efforts, we rely on the following services:

- Google AdSense (advertisement)
- Meta (Facebook) Ads Manager (advertisement)
- LinkedIn Ads (advertisement)

These services use one or more of the technologies listed in section 2.2 of this Notice.

3.1. In our Embedded product

3.1.1. Cookies

When you visit the Embedded product, you will not be presented with a cookie banner because we do not set any non-essential cookies. We will only set the following strictly necessary cookies, and they do not contain any personally identifiable information:

Strictly necessary cookies	Description	Type	Provider	Expiration
monza_session	This cookie is used for user authentication.	1st party	digitalsamba.com	1 hour, extended on user activity
ph_phc_#	This cookie is used for tracking a user. This is an anonymous ID.	1st party	digitalsamba.com	1 hour, extended on user activity

XSRF-TOKEN	This cookie is used to protect against cross-site request forgery (CSRF) attacks.	1st party	digitalsamba.com	1 year
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3.1.2. Other tracking technologies

We use a self-hosted instance of Posthog, hosted on EU servers, for the anonymous tracking of user activities so that we can improve the user experience of our Embedded product.

3.1. In our Samba Live product

3.1.1. Cookies

When you visit the Samba Live product, you will not be presented with a cookie banner because we do not set any non-essential cookies. We will only set the following strictly necessary cookies, and they do not contain any personally identifiable information:

Strictly necessary cookies	Description	Type	Provider	Expiration
ci_session	Authentication cookie	1st party	digitalsamba.com	20 minutes
confLang	Cookie to store selected platform language	1st party	digitalsamba.com	7 days
flipLocalVideo	Cookie to store selected platform video device orientation	1st party	digitalsamba.com	session
videoDevice	Cookie to store selected platform video device	1st party	digitalsamba.com	session

3.1.2. Other tracking technologies

None.

4. How can you opt out of tracking technologies?

As part of our commitment to ensuring your right to privacy, we provide detailed instructions on how you can manage and opt out of cookies and similar tracking technologies. For some tracking technologies, you may not have the ability to specifically reject or disable tracking. However, in many instances these technologies are reliant on cookies to function properly; accordingly, in those instances, declining cookies will impair the functionality of these technologies.

Keep in mind that if you restrict the usage of strictly necessary cookies, the Services we provide may not function as intended.

4.1. Adjusting browser settings

If you prefer to avoid the storage of cookies, the first step is to disable the use of cookies in your browser. We suggest consulting the instructions below for the most common browsers.

Google Chrome

Check [this Google Chrome article](#) on how to manage cookies or [this google search](#).

Mozilla Firefox

Check [this Mozilla Firefox article](#) on how to manage cookies or [this google search](#).

Apple Safari

Check [this Apple Safari article](#) on how to manage cookies or [this google search](#).

Microsoft Edge

Check [this Microsoft Edge article](#) on how to manage cookies or [this google search](#).

4.2. Using browser extensions

Consider installing browser extensions that are designed to block tracking cookies. Examples include [Ghostery](#) or [Privacy Badger](#). These extensions give you control over what gets blocked and provide additional information about the trackers they detect.

Please be aware that we do not have any affiliation with the companies offering these browser extensions and are not responsible for their performance or reliability. We encourage you to conduct your own research and use discretion when selecting such tools.

4.3. Opt-out tools from industry groups

Some industry groups provide tools to help you opt out of targeted advertising from their member organizations. For example:

The Network Advertising Initiative's opt-out tool, available at [NAI Consumer Opt Out](#).

The Digital Advertising Alliance's consumer choice tool at [YourAdChoices](#).

4.4. Platform-specific settings

Many platforms have their own internal settings for ad preferences and data collection. These can usually be accessed through your account settings on the respective platform. Below you will find links to the settings for the most common platforms.

Google Analytics

Google provide a [browser plugin](#) that disables the use of Google Analytics on websites you visit.

Google Ads

You can manage opt out settings for your Google and Youtube accounts [here](#).

LinkedIn Ads

You can manage opt out settings for your LinkedIn account [here](#).

Meta (Facebook) Ads

You can manage opt out settings for your Facebook account [here](#).

4.5. Clearing existing cookies

You can always clear existing cookies from your browser. The resources listed in section 4.1 will contain information on how to do that. Not that clearing existing cookies will log you out of most websites and may reset saved preferences.

4.6. Using incognito or private mode

Using your browser's incognito or private mode can prevent the storage of cookies during your browsing session. However, this is only a temporary solution and doesn't replace the need for adjusting your settings as described above.

5. Updates to this Notice

This Cookies & Tracking Notice may be updated from time to time. If we make any changes, we will notify you by revising the "Last modified" date at the top of this notice.