

# Cookies Policy

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## Introduction

This document explains how **Tovie AI Limited** (“**Tovie AI**”, “**we**”, “**us**” or “**our**”) applies cookies and similar technologies (collectively referred as “**cookies**”) when you use websites and / or services owned and / or operated by Tovie AI. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

This Cookie Policy is a part of our [Privacy Policy](#), which sets out how and why we collect, store, use and share personal data generally, as well as your rights regarding your personal data. Please refer to our [Privacy Policy](#) for more details. Terms used in this Cookie Policy but not defined herein have the meanings set forth in our Privacy Policy.

## What Is a Cookie?

A cookie is a small piece of information that is sent to your browser by a website you visit. The website uses first party cookies, those set by a website that is being visited by the user at the time, as well as third-party cookies, set by a different domain, as described below. Third party cookies enable third party features or functionality to be provided on or through the website. The parties that set these third-party cookies can recognize your device both when you visit the website and when you visit certain other websites. Cookies can be stored on your device for varying periods of time.

## How Do We Use Cookies?

The following sections describe how we use different categories of cookies and provide you with information on your options for managing settings for the data collected by these technologies.

### Necessary Cookies

**Necessary cookies** are used to make a website function properly and are generally not used for tracking. They are often used to authenticate a user so that a website can remember who is logged in when the user navigates to different pages or refreshes the site. Necessary cookies can also be used to keep track of items in a shopping cart or to provide load balancing information.

Source	Cookies	Description	Lifetime
Hubspot ( <a href="#">Privacy Policy</a> )	__cf_bm	The __cf_bm cookie supports Cloudflare Bot Management by managing incoming traffic that matches criteria associated with bots. The cookie does not collect any personal data, and any information collected is subject to one-way encryption.	30 minutes
	_cfuvid	Used by Cloudflare WAF to distinguish individual users who share the same IP address and apply rate limits	Session
Tovie AI	JSESSIONID	A general-purpose platform session cookie used by sites running JavaServer Pages (JSP). The cookie is usually used to maintain an anonymous user session by the server.	Session

## Preference Cookies

**Preference cookies** are used to remember information that customizes the look or behavior of a website for each user. This may include storing the user's preferred language, region, currency or color theme.

Source	Cookies	Description	Lifetime
LinkedIn ( <a href="#">Privacy Policy</a> )	li_gc	Used by LinkedIn to store consent of guests regarding the use of cookies for non-essential purposes	6 months
	lidc	Used by LinkedIn for routing	a day
Hubspot ( <a href="#">Privacy Policy</a> )	messagesUtk	This cookie is used to recognize visitors who chat with you via the chatflows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser.	6 months

## Analytical Cookies

**Analytical cookies** are not essential, but they are used to collect valuable information about how a website is used. This information can help to identify issues and figure out what needs to be improved on the website, as well as what content is useful to users. In most cases, the information collected by analytical cookies is anonymous, but some analytics services may collect information that can be used to identify a user.

Source	Cookies	Description	Lifetime
Leadfeeder ( <a href="#">Privacy Policy</a> )	_lfa	Used by Leadfeeder to collect behavioral data of all website visitors. This includes: pages viewed, visitor source and time spent on the site.	a year
Microsoft Clarity ( <a href="#">Privacy Policy</a> )	CLID	Identifies the first-time Clarity saw this user on any site using Clarity	a year
	_clck	Persists the Clarity User ID and preferences, unique to that site, on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	a year
	_clsk	Connects multiple page views by a user into a single Clarity session recording.	a year
	MUID	Microsoft User Identifier tracking cookie used by Bing Ads. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	a year
	MR	Used by Microsoft Clarity to indicate whether to refresh MUID.	7 days
	SM	This cookie is installed by Clarity. The cookie is used to store non-personally identifiable information. The cookie is used in synchronizing the MUID (Microsoft unique user ID) across Microsoft domains.	Session
	_cltk	This cookie is installed by Microsoft Clarity tool and stores information about how visitors use the website	Session
Google Analytics ( <a href="#">Privacy Policy</a> )	_gid	Contains a unique identifier used by Google Analytics to determine that two distinct hits belong to the same user across browsing sessions.	a day
	_gat_*	Used by Google Analytics to throttle request rate	a year
	_ga_*	Contains a unique identifier used by Google Analytics to determine that two distinct hits belong to the same user across browsing sessions.	a year
Hotjar ( <a href="#">Privacy Policy</a> )	_hjSessionUser_	This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This	a year

		ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	
	_hjSession_	Used by Hotjar to hold current session data	30 minutes
	hjActiveViewportsIds	User by Hotjar to store user active viewports IDs and an expiration time stamp that is used to validate active viewports on script initialization.	Persistent
	hjViewportId	This Hotjar cookie stores information about the user viewport such as size and dimensions.	Session
LinkedIn ( <a href="#">Privacy Policy</a> )	bcookie	This is a cookie for sharing the content of the website via social media.	a year
Hubspot ( <a href="#">Privacy Policy</a> )	__hstc	This cookie name is associated with websites built on the HubSpot platform. This is the main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	6 months
	hubspotutk	This cookie name is associated with websites built on the HubSpot platform. This cookie is used to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	6 months
	__hssrc	This cookie name is associated with websites built on the HubSpot platform. Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.	Session
	__hssc	This cookie name is associated with websites built on the HubSpot platform. This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	30 minutes

## Marketing Cookies

**Marketing cookies** are used to track users across multiple websites to allow publishers to display relevant and engaging advertisements. These cookies are typically used by advertising networks to target users with advertisements that are likely to be of interest to them.

Source	Cookies	Description	Lifetime
LinkedIn ( <a href="#">Privacy Policy</a> )	bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	a year
	UserMatchHistory	Contains a unique identifier used by LinkedIn to determine that two distinct hits belong to the same user across browsing sessions.	a month
	AnalyticsSyncHistory	Used by LinkedIn to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	a month
Meta Platforms, Inc. ( <a href="#">Privacy Policy</a> )	lastExternalReferrer	Detects how the user reached the website by registering their last URL-address.	Persistent
	lastExternalReferrerTime		
	_fbp	Facebook Pixel advertising first-party cookie. Used by Facebook to track visits across websites to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months

Reddit ( <a href="#">Privacy policy</a> )	_rdt_uuid	Set by Reddit to help build a profile of your interests and show you relevant ads.	3 months
Microsoft Bing ( <a href="#">Privacy Policy</a> )	SRM_B	This cookie is installed by Microsoft Bing. Identifies unique web browsers visiting Microsoft sites.	a year
Microsoft Clarity ( <a href="#">Privacy Policy</a> )	ANONCHK	Used to store session ID for a user's session to ensure that clicks from adverts on the Bing search engine are verified for reporting purposes and for personalisation	10 minutes

## How to Control Cookies?

Most browsers are configured to accept cookies by default. If you prefer, you can set your browser to disable cookies or to notify you when cookies are stored. If you disable cookies or refuse to accept a website's request to place cookies, it is possible that some parts of our website may not operate properly or at all. For more information about managing cookies, please refer to your web browser's most popular help pages by clicking on the following links:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Edge](#)
- [Safari \(macOS\)](#)

## How to Contact Us?

If you still have any questions about cookies we use, please contact us by email at [client@tovie.ai](mailto:client@tovie.ai).