

GDPR COMPLIANT COOKIE POLICY

What's a cookie?

A "cookie" is a piece of information that is stored on your computer's hard drive if you agree to this and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

We are required to obtain your consent for all non-essential cookies used on our website. You can block cookies (including essential cookies) at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block essential cookies, you may not be able to access all or parts of our site.

How do we use cookies?

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns about how you are using our website. This helps us to develop and improve our website as well as products and/or services in response to what you might need or want.

Cookies are either:

Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page, but they do not collect any personal data from your computer; or

Persistent cookies: A persistent cookie is stored as a file on your computer, and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. [We use persistent cookies for Google Analytics.]

Cookies can also be categorised as follows:

Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and/or service. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

Functionality cookies: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested, such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

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.

First and third-party cookies: First-party cookies are cookies set by our website. Third-party cookies are cookies on our website that are set by a website other than our website, such as where we have adverts on our website or use Facebook pixels so that we can show you relevant content from us when you are on Facebook.

We use third-party cookies on our website, and these are set out in the table below.

You can find more information about the individual cookies we use and the purposes for which we use them in this table:

Essential cookies

The table below lists all the essential cookies for the funnels/websites functionalities to work properly.

Key	Stored in
msgsndr_id	Browser cookies
_mp	Browser cookies
tr	Browser cookies
provider	Browser cookies
hl_timer_arrival	Browser cookies
user-email	Browser cookies
user-billing-id	Browser cookies
cookie-config	Browser cookies
am_id	Browser cookies
am_fingerprint	Browser cookies
_ud	Local storage
lead-connector-text-widget-input-values	Local storage
wl	Local storage
ln_url	Local storage
lead-connector-text-widget-il8n-keys	Session storage
orderResponse	Session storage
contactResponse	Session storage
redirect	Session storage

Cookies with variable names

The table below lists all the essential cookies for the funnels/websites functionalities to work properly

Key	Stored in
hl_timer_<variable>	Browser cookies
mf<variable>	Browser cookies
user_data_<variable>	Browser cookies
v3_first_session_event_<variable>	Local storage/Browser Cookie
v2_contact_session_<variable>	Local storage/Browser Cookie
v2_user_session_event_<variable>	Local storage/Browser Cookie
v2_session_history_<variable>	Local storage
v2_history_<variable>	Local storage
pl<variable>	Local storage
_pl_v1_<variable>	Local storage
_pl_ecom_<variable>	Local storage
address<variable>	Local storage
cart_details_<variable>	Local storage
couponSessionId_<variable>	Session storage
location_	Local storage
<variable>lead-connector-text-widget-prompt-dismissed	Local storage
<variable>_lead-connector-live-widget-message-data	Local storage

The following are details like service, purpose, and storage duration about every cookie

1. msgsndr_id

- **Service:** Funnels
- **Purpose:** To identify visitor contact information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Facilitates user-contact activities tracking.

2. _mp

- **Service:** Funnels
- **Purpose:** Stores marketplace information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Tracks user purchases, especially recurring payments.

3. provider

- **Service:** Funnels
- **Purpose:** Stores the latest payment method type.
- **Cookie Type and Duration:** Session
- **Notes:**
 - Manages payment options during the user's session.

4. hl_timer_arrival, hl_timer_element_id

- **Service:** Funnels
- **Purpose:** Stores arrival time and timer elements for user actions.
- **Cookie Type and Duration:** Session (expires in 1 day)
- **Notes:**
 - Timer-related user action tracking.

5. user-email, user-billing-id

- **Service:** Funnels
- **Purpose:** Stores unique identifier, logging emails, and billing information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Facilitates user actions and form submissions.

5. cookie-config

- **Service:** Funnels
- **Purpose:** Store cookie consent of user
- **Cookie Type and Duration:** Persistent (expires after 6 months)
- **Notes:**
 - Getting permission from website visitors before storing or accessing cookies on their device

6. am_id

- **Service:** Affiliate Marketing Team
- **Purpose:** Stores unique code of affiliate for tracking.
- **Cookie Type and Duration:** Persistent (duration varies by user)
- **Notes:**
 - Tracks traffic and sales from affiliates.

7. am_fingerprint

- **Service:** Affiliate Marketing Team
- **Purpose:** Stores unique identifier for visit using affiliate code.
- **Cookie Type and Duration:** Persistent (duration varies by user)
- **Notes:**
 - Tracks clicks, leads, and sales from affiliates.

8. _ud

- **Service:** Forms/Surveys/Funnels/Calendar
- **Purpose:** Form/survey details and data entered (excluding credit card info).
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - Assists with form submission tracking and data retention.

9. lead-connector-text-widget-input-values

- **Service:** Chat Widget
- **Purpose:** stored last chat session user details
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - we are keeping last filled values in chat-widget so that next time user don't need to put the name, emails etc

10. lead-connector-text-widget-i18n-keys

- **Service:** chat widget
- **Purpose:** for internationalization.
- **Cookie Type and Duration:** Session
- **Notes:**
 - i18n translation.

11. wl

- **Service:** Calendar
- **Purpose:** Whitelabel Url
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - store whitelabel url for redirect

12. In_url

- **Service:** Funnel
- **Purpose:** Use for Funnel
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - LeadConneclogin URL

13. orderResponse

- **Service:** Funnel
- **Purpose:** use for upsell and order confirmation
- **Cookie Type and Duration:** Session
- **Notes:**
 - Stored order form response for upsell to work and confirmation

14. contactResponse

- **Service:** Funnel
- **Purpose:** use for order form, upsell and sticky contact
- **Cookie Type and Duration:** Session
- **Notes:**
 - Stored Contact response for order form, upsell and sticky contact

15. redirect

- **Service:** Ecommerce
- **Purpose:** redirect action for ecom
- **Cookie Type and Duration:** Session
- **Notes:**
 - ecom post purchase redirect URL

16. _mf_[location_id]

- **Service:** Membership
- **Purpose:** use for membership access
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - stored membership info once membership purchased from order form

17. user_data_[calendar_id/location_id]

- **Service:** Calendar
- **Purpose:** calendar details and data entered (excluding credit card info).
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - Assists with form submission tracking and data retention.

18. v3_first_session_event__[location_id]

- **Service:** Attribution Team
- **Purpose:** To store and identify landing session data.
- **Cookie Type and Duration:** Session (expires after 30 minutes)
- **Notes:**
 - Stores data like referrer, landing URL, and other parameters.
 - Helps in analyzing the first user session.

19. v2_contact_session__[location_id]__[session_id]

- **Service:** Attribution Team
- **Purpose:** To store unique session ID for lead identification.
- **Cookie Type and Duration:** Persistent (expires after 168 hours/7 days)
- **Notes:**
 - Identifies leads by unique ID.

20. v2_contact_session__[location_id]__[session_id]

- **Service:** Attribution Team
- **Purpose:** To store unique session ID for lead identification.
- **Cookie Type and Duration:** Persistent (expires after 168 hours/7 days)
- **Notes:**
 - Identifies leads by unique ID.

21. v2_user_session_event_[location_id]__[session_id]

- **Service:** Attribution Team
- **Purpose:** To store unique session ID for lead identification.
- **Cookie Type and Duration:** Persistent (expires after 168 hours/7 days)
- **Notes:**
 - Identifies leads by unique ID.

22. v2_session_history__[location_id]

- **Service:** Attribution Team
- **Purpose:** To keep a log of all session details for analysis.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Facilitates session analytics and user behavior tracking.

23. _pl_[funnel_id]

- **Service:** Funnel
- **Purpose:** v2 Order form products Details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Stored v2 order form products details for order confirmation

24. _pl_v1_[funnel_id]

- **Service:** Funnel
- **Purpose:** v1 order form product details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Stored v1 order form products details for order confirmation

25. _pl_ecom_<variable>

- **Service:** Ecommerce
- **Purpose:** product details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - products details for order summary in thank you page

26. _address_[funnel_id]

- **Service:** Funnel/Ecommerce
- **Purpose:** use to show contact address
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Order Form confirmation contact address

27. cart_details_[funne_id]

- **Service:** Ecommerce
- **Purpose:** use to store cart details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - persist cart details for user session

28. couponSessionId_[funne_id/location_id]

- **Service:** Funnel/Ecommerce
- **Purpose:** use to store coupon session for an user
- **Cookie Type and Duration:** session
- **Notes:**
 - applicable on one-time products

29. location_

- **Service:** Funnels
- **Purpose:** Stores unique identifier, logging emails, and billing information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Facilitates user actions and form submissions.

30. <variable>lead-connector-text-widget-prompt-dismissed

- **Service:** Chat Widget
- **Purpose:** stored time when user click on chat-widget
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - this is to track when did user click on chat-widget last time

31. <variable>_lead-connector-live-widget-message-data

- **Service:** Chat Widget
- **Purpose:** stored last input from chat-widget
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - this is to save last input data in chat-widget, it brings same value next time in input fields

32. v2_history__[location_id]

- **Service:** Attribution Team
- **Purpose:** To store each user page visit and time spent on pages.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Tracks user journey through the website.

33. embedCode[surveyId]

- **Service:** Forms
- **Purpose:** Maintains embed code configuration.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Embedding form configurations for user sessions.

34. survey_temp_slides_[surveyId]

- **Service:** Surveys
- **Purpose:** Maintains survey slide configurations.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Retains survey configuration settings between sessions.

35. tr

- **Service:** Funnel/Forms
- **Purpose:** use for order tracking purpose
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - generate tracking ID for transactions

36. **redirectUrlOnSuccess**

- **Service:** Funnel/Form/Calendar
- **Purpose:** use for order form success redirect action
- **Cookie Type and Duration:** Session
- **Notes:**
 - stored order form redirect url for IDEAL,SEPA and BAN CONTACT provider

37. **redirectUrlOnFailure**

- **Service:** Funnel/Forms
- **Purpose:** use for order form failure redirect action
- **Cookie Type and Duration:** Session
- **Notes:**
 - stored order form redirect url for IDEAL,SEPA and BAN CONTACT provider

You can alter your cookie preferences at any time by clicking on the cookie icon and adjusting the sliders to 'OFF'. Please refresh your page to ensure that the new settings have taken effect.

You can also control your cookie settings through your web browser.

You can opt out of being tracked by Google Analytics across all websites by going to <http://tools.google.com/dlpage/gaoptout>.

If you have any questions about the cookies that we use, feel free to email us at support@truefoyer.com