LIST OF COOKIES

FINCI

Effective date: 09/11/2020
Last updated: 23/09/2021

We use three groups of cookies on Finci website:

1. **Strictly necessary cookies:**
   These cookies are strictly necessary to provide you with services available and to use some of its features. Because these cookies are strictly necessary to deliver our services safely, you cannot refuse them without impacting how our website functions. You can block or delete them by changing your browser settings.

Name of Cookie	Type of Cookie	Why we use it	Expiration
XSRF-TOKEN	First party cookies	The cookie is used for security purposes.	2 hours
finci_session	First party cookies	The cookie is used for tracking one visitor session.	2 hours

2. **Analytical cookies:**
   Analytical cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our site. They help us know which pages are the most and least popular and see how visitors move around the site. If you decline these cookies, your visit will not be part of our statistics.

Name of Cookie	Type of Cookie	Why we use it	Expiration
_gid	First party cookies	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day
_gat_UA-202587780-1	First party	This is a pattern type cookie set by Google Analytics, where the pattern	1 minute

		element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	
_ga_ SXZGW5XRE2	First party	This cookie is installed by Google Analytics.	2 years
_ga	First party	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years
visitor_id	First party	Set by Pardot, this cookie is used for visitors. The cookie contains a unique ID and identifier for the account which is derived from the Pardot tracking code placed on the site.	never

3. **Targeting cookies:**

Targeting cookies are used for remarketing and to be aware of your content preferences on this website to provide you with the most relevant information about our products and services, improve our targeting and enhance your activities on our website. If you decline these cookies, you will experience more generic and less personalized advertising.

The implemented tags create a unique browser cookie on a visitor's browser and enables the collection of the following data for that cookie: metadata such as IP address, timestamp, and page events. The tag itself is a piece of lightweight JavaScript code that we add to websites to enable in-depth campaign reporting and to help us unlock valuable insights about our website visitors. We use it to track conversions, retarget website visitors, and unlock additional insights about members interacting with our adverts.

Name of Cookie	Type of Cookie	Why we use it	Expiration
Facebook pixel	Third party	A Facebook Pixel is a piece of code that is placed in Finci website's code. It is used for tracking user behaviors and patterns on a website and send that information to Facebook and allowing our advertisements to appear to the customers who have visited our website.	180 days
LinkedIn Insight Tag	Third party	The LinkedIn Insight Tag is a piece of lightweight JavaScript code that is added to Finci website to enable in-depth campaign reporting and unlock valuable insights about website visitors. It can be used to track conversions, retarget website visitors, and unlock additional insights about members interacting with our ads.	120 days
Google Ads Tag (includes Youtube)	Third party	A piece of code that is placed in Finci website's code, used to set up an audience source in our website that helps us reach people who have visited your website. The global site tag is a web tagging library for Google's site measurement, conversion tracking, and products using your data segments. It's a block of code that adds our website visitors to our data segments, allowing us to target the ads to these visitors.	540 days
Adform Tag	Third party	A piece of code that is placed in Finci website's code, used to track clicks on a website buttons or links.	120 days
Google Tag Manager		An organizational tool that allows us to include and manage website tags centrally and through a user interface.	
Google Search Console		Helps us monitor, maintain, and troubleshoot our site's presence in Google Search results.	