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This Policy describes use of cookies on Finci UAB (Finci) website www.finci.com

For our use of your Personal data, please read our [Privacy policy](#).

We use cookies and similar technologies to provide you personalized information about our products and services and to improve performance of the website.

When visiting the www.finci.com website for the first time, you are invited to choose which cookies you agree to be stored on your device and used further in accordance with this Cookies policy. Cookies are stored in your web browser's (e.g. Microsoft Edge, Chrome, Firefox, Opera) file storage folder on the visiting end-user's device. At any time you are entitled to revoke your choice and changing the cookies settings.

Finci reserves the right, at its sole discretion, to modify this Cookies Policy. You can always find the latest version of this Policy on Finci website/applications and check it periodically for changes. If you continue to use and/or access the website/applications following the posting of any changes, this automatically constitutes acceptance of those changes. In case of starting to use of new cookies, you will be invited to review the information on the cookies once again and to choose which cookies you agree or disagree to be used. An amended or updated version of this Cookies Policy shall take effect upon its publishing on the website/applications.

What are Cookies and similar technologies?

Cookies are small, often encrypted files of letters and numbers that are stored in browser directories or the hard drive of your computer or electronic device when you visit the website or use applications. The cookies are used to make websites and **applications** work more efficiently and perform certain functions, e.g., store information about your preferences, provide statistical information to us. This helps us to give you better experience when you browse, and also helps us to make our website and applications better for you.

In this Cookies Policy, we've explained how and why we use cookies, and what each of them do.

Finci uses following types of cookies:

- *session cookies* - temporary cookies deleted when you close your browser.
- *persistent cookies* - persistent cookies remain on your device until you erase them or they expire.
- *first-party cookies* - cookies stored directly by our website. It allows us to collect analytics data, remember language settings, and perform other useful functions that help provide a good user experience.

- *third-party cookies* - cookies provided by third parties, such as Google, to track website activity such as session duration, pages per session, bounce rate etc. of individuals using the webpage, along with the information on the source of the traffic.

You can see each cookie we use and our reasons for using them below.

Cookies we use:

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 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.	1 minute
_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.	

Cookie managing or deleting

When you start using our website, you can choose which group of cookies you allow to use. Changes can also be made while using the website – you can always modify your previous choices. You can manage your cookies preferences by clicking on "**Manage your cookie preferences**"

You can also manage your preferences by changing your browser settings on your device to refuse the use of all or some cookies. Please note that you may not be able to take advantage of all features or functionality of our website or applications if you delete or refuse cookies. Please click on the following links to adjust your browser settings:

Google Chrome

Safari

Mozilla Firefox

Samsung Internet

Opera

If you are a resident in the EU:

For more information on managing cookies, please visit **www.youronlinechoices.eu** which has further information about behavioral advertising and online privacy.

More information about cookies: **www.allaboutcookies.org**