

COOKIE POLICY

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What are Cookies?

Cookies are small text files that are downloaded to your browser when you visit a site. The Strise website (the “Site”) uses cookies and similar technologies like web beacons and pixel tags to improve your experience and target advertising effectively.

Strise Cookies Policy

Please read this policy carefully to understand our practices regarding the use of cookies on the Site. Further details are available in our Privacy Policy.

About Cookies on this Site

We use cookies and technologies such as Pixel Tags/Web Beacons to enhance site navigation, analyze site usage, and assist in our marketing efforts. This technology helps us gather statistics on how often an advertisement leads to customer action.

Tracking Technologies Used:

- **Google Analytics:** Analyzes data from Site visits to optimize our content and products. Learn more.
- **Google Tag Manager:** Tracks activities across our website for analytics and marketing efficiency. Learn more.
- **Facebook Pixel, LinkedIn Insight Tag, and More:** These tools help us measure the effectiveness of our advertising and manage site performance based on user actions. Facebook Pixel Info, LinkedIn Tag FAQs.

Functionality Allowed by Our Cookies:

- Remember your login details.
- Ensure consistent website appearance.
- Enable social sharing and interactions.
- Provide personalized advertising experiences.
- Optimize site performance and user engagement.

Withdraw Your Consent at Any Time

You have the right to withdraw your consent for cookie usage at any time. If you do not wish to accept cookies, you may delete or disable them via your browser settings. However, this may affect the functionality of our Site. For detailed instructions on managing cookie preferences, see the help pages for Firefox, Internet Explorer, Google Chrome, Safari, and Opera.

EU Users' Additional Rights:

For targeted advertising cookies, EU users can opt-out via Your Online Choices. This platform provides guidance on behavioral advertising and online privacy.

Use of Necessary Cookies

Our Site uses certain cookies that are essential for the operation and security of our website; these are known as necessary cookies. Necessary cookies help make the Site usable by enabling basic functions like page navigation and access to secure areas of the Site. The use of these cookies is not subject to consent according to data protection laws. Therefore, you cannot withdraw consent for these cookies as they are critical to the functionality and integrity of the Site.

Updates to This Policy

This Cookie Policy may be updated periodically to reflect changes in our cookie usage or regulatory changes. Please revisit this policy regularly to stay informed about our use of cookies.

Cookielist:

Name	Cookie domain	Description	Duration	Type
__cfuid	.calendly.com	Cloudflare sets this cookie to identify trusted web traffic.	session	Necessary
__cf_bm	.calendly.com	Cloudflare set the cookie to support Cloudflare Bot Management.	1 hour	Functional
AWSALBCORS	www.g2.com	Amazon Web Services set this cookie for load balancing.	7 days	Necessary
events_distinct_id	www.g2.com	This cookie is used to track unique events during a session, aiding in analytics and behavioral reporting.	session	Analytics

_g2_session_id	.g2.com	Essential for maintaining user sessions by storing session state information, ensuring a consistent experience.	session	Necessary
__cf_bm	.g2.com	Cloudflare set the cookie to support Cloudflare Bot Management.	1 hour	Functional
_ga	.strise.ai	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days	Analytics
_gid	.strise.ai	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.	1 day	Analytics
_gat_gtag_UA_*	.strise.ai	Google Analytics sets this cookie to store a unique user ID.	1 minute	Analytics
__cf_bm	.hubspot.com	Cloudflare set the cookie to support Cloudflare Bot Management.	1 hour	Functional
_cfuvid	.hubspot.com	Cloudflare's user identification cookie, which aids in distinguishing unique visitors for security and site performance.	session	Necessary
_gcl_au	.strise.ai	Google Tag Manager sets the cookie to experiment advertisement efficiency of websites using their services.	3 months	Targeting

ga*	.strise.ai	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days	Analytics
_fbp	.strise.ai	Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.	3 months	Targeting
li_sugr	.linkedin.com	LinkedIn sets this cookie to collect user behaviour data to optimise the website and make advertisements on the website more relevant.	3 months	Targeting
bcookie	.linkedin.com	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser IDs.	1 year	Targeting
lidc	.linkedin.com	Utilized by LinkedIn for routing, optimizing network traffic to improve speed and maintain secure connections.	1 day	Functional
UserMatchHistory	.linkedin.com	LinkedIn sets this cookie for LinkedIn Ads ID syncing.	1 month	Functional
AnalyticsSyncHistory	.linkedin.com	Tracks the timing of synchronization with the LinkedIn analytics service to aggregate user data efficiently.	1 month	Analytics
bscookie	.www.linkedin.com	LinkedIn sets this cookie to store performed actions on the website.	1 year	Targeting
li_gc	.linkedin.com	LinkedIn set this cookie for storing visitor's consent regarding using cookies for non-essential purposes.	6 months	Functional
_cf_bm	.hsforms.com	Cloudflare set the cookie to support Cloudflare Bot Management.	1 hour	Functional

_cfuvid	.hsforms.com	A session-based cookie used for identifying individual visitors securely and ensuring consistent user experiences.	session	Necessary
JSESSIONID	.nr-data.net	New Relic uses this cookie to store a session identifier so that New Relic can monitor session counts for an application.	session	Necessary
cf_clearance	.g2.com	An essential security cookie that ensures only legitimate users can access the website after completing the required security checks.	1 year	Necessary
__hstc	.strise.ai	Hubspot set this main cookie for tracking visitors. It contains the domain, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	6 months	Analytics
hubspotutk	.strise.ai	HubSpot sets this cookie to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	6 months	Analytics
__hssrc	.strise.ai	This cookie is set by Hubspot whenever it changes the session cookie. The __hssrc cookie set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.	session	Necessary

_hssc	.strise.ai	HubSpot sets this cookie to keep track of sessions and to determine if HubSpot should increment the session number and timestamps in the _hstc cookie.	1 hour	Necessary
intercom-id-*	.www.strise.ai	Intercom sets this cookie that allows visitors to see any conversations they've had on Intercom websites.	8 months 26 days 1 hour	Functional
intercom-session-*	.www.strise.ai	Intercom sets this cookie that allows visitors to see any conversations they've had on Intercom websites.	7 days	Functional
intercom-device-id-*	.www.strise.ai	Intercom sets this cookie that allows visitors to see any conversations they've had on Intercom websites.	8 months 26 days 1 hour	Functional
AWSALB	.g2.com	AWSALB is an application load balancer cookie set by Amazon Web Services to map the session to the target.	7 days	Necessary
va_sidenav_open	.g2.com	Preserves the state of a user's sidebar navigation preferences on the site, enhancing the functional experience.	1 year	Functional