Cookies Policy

We use in our site deidentification.co ("**Site**") cookies and similar files or technologies to automatically collect and store information about your computer, device, and Site usage, in order to improve their performance and enhance your user experience. We use the general term "**cookies**" in this policy to refer to these technologies and all such similar technologies that collect information automatically when you are using our Site where this policy is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie policy or by changing your browser settings so that cookies from this Site cannot be placed on your computer or mobile device. Important: disabling cookies on this Site may seriously cripple the user experience and other features on the Site, to the point of rendering them useless.

In this Cookies Policy, we use the term D-ID (and "**we**", "**us**" and "**our**") to refer to De Identification Ltd. Our Privacy Policy is available at deidentification.co/privacy-policy/.

What is a cookie?

Cookies are computer files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used in order to make websites work, or to work more efficiently, as well as to provide information to the owners of the website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Site before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies,** served directly by us to your computer or mobile device.

- **Third party cookies,** which are served by a third party on our behalf. We use third party cookies for functionality, analytics and performance, marketing and additional unclassified technologies.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

Web beacons:

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are small graphics files that contain a unique identifier that enable us to recognize when someone has visited our website. This allows us, for example, to monitor the traffic patterns of users from one page within our website to another, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third party website, to improve website performance and to measure the success of email marketing campaigns. In most instances, these technologies are reliant on cookies to function, and therefore declining cookies prevents them from functioning.

If you don't want your cookie information to be associated with your visits to these pages, you can set your browser to turn off cookies as described further below. If you turn off cookies, web beacon and other technologies will still detect your visits to our Site; however, they will not be associated with information otherwise stored in cookies.

Targeted advertising

Third parties may drop cookies on your computer or mobile device to serve advertising through our website. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these to us.

How do we use cookies?

We use cookies to:

- track traffic flow and patterns of travel in connection with our Site;

- understand the total number of visitors to our Sites on an ongoing basis and the types of internet browsers (e.g. Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g. Windows or Mac) used by our visitors;

- monitor the performance of our Site and to continually improve it; and

- customize and enhance your online experience.

What types of cookies do we use?

The types of cookies used by us in connection with the Site can be considered 'essential website cookies', 'analytics and performance cookies', 'marketing', and 'unclassified'. We've set out some further information below, and the purposes of the cookies we set in the following table.

1. **Cookies necessary for essential website purposes**

These cookies are essential to provide you with services available through this Site and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

Cookie name	Source	Expiry	Purpose
rc::a	*Inline script*	*Persistent*	*This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their web site.*
rc::b	*Inline script*	*Session*	*This cookie is used to distinguish*

			between humans and bots
rc::c	*Inline script*	*Session*	*This cookie is used to distinguish between humans and bots*
Rc::d-	*Inline script*	*Persistent*	*This cookie is used to distinguish between humans and bots.*
_grecaptcha	*Inline script*	*Persistent*	*This cookie is used to distinguish between humans and bots.*
_GRECAPTCHA	*Inline script*	*179 days*	*This cookie is used to distinguish between humans and bots.*
Test_cookie	*Inline script*	*1 day*	*Used to determine whether user's browser supports cookies*

2. **Analytics and Performance Cookies**

All cookies in this category are avoided if the user selected NO in cookies popup.

We use performance/analytics cookies to analyze how the website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. For example, these cookies allow us to:

- Better understand our website visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;
- Collect information about Site visitors such as where they are located and what browsers they are using;
- Determine the number of unique users of the website;
- Improve the website by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

Cookie name	Source	Expiry	Purpose
_ga	*https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*2 years*	*Registers a unique ID that is used to generate statistical data on how the visitor uses the website.*

_gat	*https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*1 day*	*Used by Google Analytics to throttle request rate*
_gid	*https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*1 day*	*Registers a unique ID that is used to generate statistical data on how the visitor uses the website.*
_hjid	*https://script.hotjar.com/modules.e763089bec9f2503d752.js via https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*1 year*	*Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.*
_hiid	*https://script.hotjar.com/modules.e763089bec9f2503d752.js via https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*Persistent*	*Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.*
_hjAbsoluteSessionInProgress	*https://script.hotjar.com/modules.e763089bec9f2503d752.js via https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*1-day*	*This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.*
_hjFirstSeen	*https://script.hotjar.com/modules.e763089bec9f2503d752.js via https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*1-day*	*This cookie is used to determine if the visitor has visited the w ebsite before, or if it is a new visitor on the website.*
_hjIncludedInPageviewSample	*https://script.hotjar.com/modules.e763089bec9f2503d752.js via https://www.googletagmanager.com/gtm.js?id=GTM-5D9TG55*	*1-day*	*This cookie is used to detect whether the user navigation and interactions are*

			included in the website's data analytics
_hjTLDTest	*https://script.hotjar.com/modules.e7630 89bec9f2503d752.js via https://www.googletagmanager.com/gt m.js?id=GTM-5D9TG55*	*Session*	*This cookie registers statistical data on users' behavior on the website. Used for internal analytics by the website operator*

3. Marketing

All cookies in this category are avoided if the user selected NO in cookies popup.

We use marketing cookies to deliver many types of targeted digital marketing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. The cookies store user data and behavior information, which allows advertising services to target audiences according to variables. For example, these cookies allow us to:

● Observe the site performance and generate retargeting (Site retargeting, search retargeting, etc).
● Maintain and improve the website and our products

Cookie name	Source	Expiry	Purpose
__ptq.gif	*h ttp s://track.hubspot.com/__ptq.gif?k= 1sd=1024x768cd=24-bitcs=UTF8ln=en-usbfp=2903914187v=1.1a=3428924rcu =https%3A%2F%2Fwww.deidentificatio n.co %2Fr=https%3A%2F%2Fwww.deid entification.co%2Fpu=https%3A%2F%2 Fwww.deidentification.co%2Ft= Identity+Protection+Services+%7C+Ide ntification+ Protection+%7C+Anti+Facial+Recogniti on+%7C+ D-IDcts=1584876262904vi=d3495416f6c8c 72d 3f9fb1cfdfc1970bnc=truece=falsept=1*	*Session*	*Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.*
_gcl_au	*https://www.googletagmanager.com/gtm. js?id=GTM-5D9TG55*	*3 months*	*Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.*
ads/ga-audiences	*https://w w w .google.com/ads/ga-audiences?t=sraip=1_r=4slf_rd=1v=1_v =j92tid=UA-137436157-1cid=92457188.1629614610jid*	*Session*	*Used by Google AdWords to re-engage visitors that are likely to convert to*

	=875364237_u=YEBAAEAAAAAAC~z =917655337 via https://www .googletagmanager.com/gtm .js?id=GTM-5D9TG55		customers based on the visitor's online behaviour across websites
embed/v3/counter s.gif	https://forms.hsforms.com/embed/v3/cou nters.gif?key=collected-forms-embed-js-form-bindcount=1	Session	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM -campaign -platform used by website owners for promoting events or products.
IDE	https://www.googletagmanager.com/gtm. js?id=GTM-5D9TG55	1 year	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
pagead/1p-user-list/#	https://www.google.com/pagead /1p-user-list/864381662/?random= 1584876190264cv=9fst=1584874800000 num=1bg=ffffffguid=ONu_h =768u_w=1024u_ah=768u_aw=1024u _cd=24u _his=2u_tz= 0u_java= falseu_nplug=3u_nmime=4gtm=2oa3b2s endb=1data=event%3Dg tag.configfrm=0url=https%3A%2F%2F www.deidentification.co%2Frf=https%3 A%2F%2Fwww.deidentification.co%2Ft iba=Identity%20Pro tection%20Services%20%7C%20Identifi cation%20Protection%20%7C%20Anti% 20Facial%20Recognition%20%7C%20D -IDasync=1fmt= 3is_vtc= 1random=2123725984resp=GooglemKT ybQhCsOrmt_tld= 0ip r=y	Session	Unclassified

How to control or delete cookies

Most browsers allow you to change your cookie settings. These settings will typically be found in the "options" or "preferences" menu of your browser. In order to understand these settings and learn how to use them, please consult the "Help" function of your browser, or the documentation published online for your particular browser type and version.

However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Site.

The following pages have information on how to change your cookies settings for the different browsers:

- Cookie settings in Chrome
- Cookie settings in Firefox
- Cookie settings in Internet Explorer
- Cookie settings in Safari and iOS

Third Party Websites' Cookies

When using our website, you may be directed to other websites for such activities as surveys, to make payment in currency other than U.S. dollars, or for job applications. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

If you use the buttons that allow you to share products and content with your friends via social networks like YouTube, Twitter and LinkedIn, these companies may set a cookie on your computer memory. Find out more about these here:

Twitter: http://twitter.com/privacy

YouTube: policies.google.com /privacy

LinkedIn: linkedin.com/legal/privacy-policy

Need More Information?

If you would like to find out more about cookies and their use on the Internet, you may find the following link useful:

- All About Cookies

Cookies that have been set in the past

If you have disabled one or more Cookies, we may still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

Contact us
If you have any questions or comments about this cookies policy, or privacy matters generally, please contact us via email at info@d-id.com.