

COOKIE POLICY

At Beekeeper, we aim for the maximum transparency about the collection and use of your data. Therefore, we hereby want to share additional information on how and when we use cookies when you reach out to our website www.beekeeper.io (the "Website"). Please note that this Cookie Policy must be read in connection with our Privacy Policy, offering a wider explanation on how Beekeeper is collecting and using your data.

WHAT ARE COOKIES?

Cookies are small pieces of data (normally text files) that are stored on your device upon request of the Website to your browser. This might help to remember information about you, such as your language preference or login information. When those cookies are set by us, they are called "first party cookies". We also use "third party cookies", coming from domains different from our one, normally used for our advertising and marketing efforts.

More specifically, we use cookies and other tracking technologies for the following purposes:

- Facilitating the navigation of the Website
- Enabling the registration, participation to events, login, allowing you to provide feedback
- Analyzing your use of our products, services or applications
- Assisting with our promotional and marketing efforts (this might include behavioral advertising).

TYPES OF COOKIES

Below is a detailed list of the categories of cookies we use on our Website. The Website is scanned on a regular basis to maintain a list as accurate as possible.

- Strictly Necessary Cookies
- Analytics and performance Cookies
- Targeting Cookies
- Functionality Cookies
- Other Cookies

You can opt-out of cookies (except Strictly Necessary Cookies) by clicking on the "cookie settings" button.

Strictly Necessary cookies (Tot. 7)				
These cookies are necessary for the Website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.				
Cookie key	Domain	Type	Expiration	Description
_hjIncludedInSessionSample	www.beekeeper.io	First-party	2 minutes	Set to let Hotjar know whether that visitor is included in the data sampling defined by your site's daily session limit

_hjAbsoluteSessionInProgress	.beekeeper.io	First-party	30 minutes	Set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.
__cf_bm	.hubspot.com	Third-party	30 minutes	Used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
_hjFirstSeen	.beekeeper.io	First-party	30 minutes	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.
_hjIncludedInPageviewSample	www.beekeeper.io	First-party	2 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.
li_gc	.linkedin.com	Third-party	1 year 11 months	Used to store guest consent to the use of cookies for non-essential purposes
AnalyticsSyncHistory	.linkedin.com	Third-party	1 month	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries

Analytics and performance cookies (Tot. 10)

These 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. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site.

Cookie key	Domain	Type	Expiration	Description
__hstc	.beekeeper.io	First-party	6 months	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.
_vwo_uuid_v2	.beekeeper.io	First-party	1 year	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie ensures a visitor always sees the same version of a page and is used to track behaviour to measure the performance of different page versions.
_ga	.beekeeper.io	First-party	2 years	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is

				used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_hssc	.beekeeper.io	First-party	30 minutes	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.
_gat_UA-37713255-2	.beekeeper.io	First-party	1 minute	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 is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
_vis_opt_test_cookie More info	.beekeeper.io	First-party	Session	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie tests if the browser is set to allow cookies.
_vwo_uuid More info	.beekeeper.io	First-party	10 years	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie ensures a visitor always sees the same version of a page and is used to track behaviour to measure the performance of different page versions.
_hssrc	.beekeeper.io	First-party	Session	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.
_gid	.beekeeper.io	First-party	1 day	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.
_vis_opt_s	.beekeeper.io	First-party	3 months 10 days	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of

				different versions of web pages. This cookie distinguishes between new and returning visitors.
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Targeting cookies (Tot. 11)

Targeting cookies may be set through our site by our advertising partners. They can be used by these third parties to build a profile of your interests based on the browsing information they collect from you, which includes uniquely identifying your browser and terminal equipment. If you do not allow these cookies you will still see basic advertising on your browser that is generic and not based on your interests.

Cookie key	Domain	Type	Expiration	Description
UserMatchHistory	.linkedin.com	Third-party	1 month	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.
bcookie	.linkedin.com	Third-party	2 years	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.
_gcl_au	.beekeeper.io	First-party	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services
_uetsid	.beekeeper.io	First-party	1 day	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.
IDE	.doubleclick.net	Third-party	1 year	This cookie is set by Doubleclick and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
lidc	.linkedin.com	Third-party	1 day	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.
_uetvid	.beekeeper.io	First-party	1 year	This is a cookie utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.
bscookie	.www.linkedin.com	Third-party	2 years	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
MUID	.bing.com	Third-party	1 year	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.
test_cookie	.doubleclick.net	Third-party	15 minutes	This cookie is set by DoubleClick (which is owned by Google) to

				determine if the website visitor's browser supports cookies.
personalization_id	.twitter.com	Third-party	2 years	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.

Functionality cookies (Tot. 4)

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Cookie key	Domain	Type	Expiration	Description
lang	.linkedin.com	Third-party	Session	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.
lang	.ads.linkedin.com	Third-party	Session	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.
hubspotutk	.beekeeper.io	First-party	6 months	This cookie name is associated with websites built on the HubSpot platform. HubSpot report that its purpose is user authentication. As a persistent rather than a session cookie it cannot be classified as Strictly Necessary.
pll_language	www.beekeeper.io	First-party	1 year	To store language settings.

Unclassified cookies (Tot. 15)

Cookies not falling in the previously described categories

Cookie key	Domain	Type	Expiration	Description
driftt_aid	www.beekeeper.io	First-party	2 years	N/A
drift_aid	www.beekeeper.io	First-party	2 years	N/A
muc_ads	.t.co	Third-party	2 years	N/A
nQ_cookieid	www.beekeeper.io	First-party	1 year	N/A
drift_campaign_refresh	www.beekeeper.io	First-party	30 minutes	N/A
_vwo_ds	.beekeeper.io	First-party	3 months	N/A

_vwo_sn	.beekeeper.io	First-party	30 minutes	N/A
cookieawinfo -checkbox- necessary	www.beekeeper.io	First-party	1 year	N/A
_hjSessionUs er_129940	.beekeeper.io	First-party	1 year	N/A
_vis_opt_exp_ 198_combi	.beekeeper.io	First-party	3 months 10 days	N/A
R	.influ2.com	Third- party	1 year	N/A
cookieawinfo -checkbox- non- necessary	www.beekeeper.io	First-party	1 year	N/A
_hjSession_12 9940	.beekeeper.io	First-party	30 minutes	N/A
nQ_userVisitl d	www.beekeeper.io	First-party	30 minutes	N/A
visitorId	.ws.zoominfo.com	Third- party	1 year	N/A