

# Cookie notice

**Last updated: August 6<sup>th</sup>, 2024**

Cookies are files that are sent to the device that uses the website or application. Cookies can be either session-based or persistent. Session cookies are deleted at the end of the session. Persistent cookies remain stored on the device until they expire or when the cache is cleared.

Cookies can either be first-party cookies or third-party cookies. While first-party cookies originate from our web service or application, third-party cookies originate from other companies (e.g. companies that perform web traffic analysis) for our advertising and marketing measures. In detail, we use the following categories of cookies for the following purposes:

## **Strictly necessary / essential cookies**

INZMO uses a small number of strictly necessary cookies to ensure the website functions as intended. Strictly necessary 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 you have taken that amount to a request for services, such as setting your privacy preferences, logging in or filling out forms. These cookies do not track your individual browsing activity and are simply essential for a smooth and secure website experience. You can set your browser to block cookies or warn you about them. In this case, some parts of the website may not function properly.

## **Preference / functional cookies**

Preference cookies are a type of cookie used to remember your preferences on a website. They function by storing information about your choices, allowing the website to tailor your experience to your needs.

We use preference cookies to personalize your browsing experience. These cookies remember your choices, like your preferred language or display settings. This way, you will not have to re-enter these preferences every time you visit the site. Preference cookies simply help INZMO tailor the website to your needs for a more convenient experience. Preference cookies are not automatically deployed and require your consent before they are set.

## Analytics cookies

Analytics cookies are a type of cookie used to collect information about how visitors interact with a website. These cookies gather data such as the number of visitors, the pages they visit, and the time spent on each page.

INZMO utilizes analytics cookies to gather information about how visitors interact with our website. These cookies assess general data like the number of visitors, pages viewed, and browsing behavior. This information helps us understand how users navigate our website and identify areas for improvement. By analyzing this data, INZMO can continuously enhance the website's functionality and user experience for everyone.

## Marketing cookies

Marketing cookies are a type of cookie used to deliver personalized and relevant advertisements to users based on their interests and behaviors. This customization aims to enhance the overall advertising experience for individuals, making the content more meaningful and engaging.

We use marketing cookies to understand how a user interacts with marketing communications, such as a marketing email or a marketing-based landing page on our website and to determine whether you have seen our advertising on social media such as Facebook or Twitter.

See the table below for a list of all the cookies currently used by INZMO.

### Cookie list

Cookie	Type	Description / purpose	Duration
_dc_gtm_#	Analytics	This cookie is installed by Google Analytics. It is used to throttle the request rate.	1 minute
_fbc	Marketing	Contains click identifiers that originate from Facebook ad	3 months
_fbp	Marketing	This cookie is set by Facebook to serve ads when you are on Facebook or a digital platform supported by Facebook advertising after visiting this website.	3 months

Cookie	Type	Description / purpose	Duration
_ga	Analytics	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session and campaign data and to track website usage for the website's analytics report. The cookies store information anonymously and assign a randomly generated number to identify individual visitors.	2 years
_ga_#	Analytics	This cookie is installed by Google Analytics. The cookie is used to store information about how visitors use a website and helps to create an analytics report on the performance of the website. The data collected includes the number of visitors, the source from which they come and the pages visited in an anonymous form.	2 years
ads/ga-audiences	Marketing	This cookie is set by Google. Used to retarget visitors who are likely to become customers based on their online behavior on different websites.	Session
collect	Analytics	This cookie is set by Google. It is used to send data about the visitor's device and behavior to Google Analytics.	Session
CookieConsent	Essential	Saves the status of the <i>cookie consent</i> of the user for the current domain.	1 year
financeads	Essential	This cookie tracks which affiliate website referred the end-user to INZMO to calculate the compensation owed to each partner.	Session
CookieConsentBulkSetting-#	Preferences	Enables cookie consent for main and subdomains.	Persistent (local storage)
CSRF token	Essential	This cookie contains a CSRF token, which is a unique, secret, unpredictable value generated by the server-side application and transmitted to the client so that it can be included in a	Session

Cookie	Type	Description / purpose	Duration
		subsequent HTTP request from the client.	
FPAU	Marketing	Cookie that is used to distinguish the users in Google Ads	3 months
FPGCLAW	Marketing	Contains click identifier that originates from Google Ads ad	3 months
FPID	Analytics	Hashed version of the _ga cookie used by Google Analytics	13 months
FPLC	Analytics	Hashed version of the FPID cookie used by Google Analytics	1 year
IDE	Marketing	It is a third-party cookie 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	13 months
Intercom-device-id-a7qdc8d3	Preferences	Contains anonymous device identifier of the chat widget	9 months
intercom-id-a7qdc8d3	Preferences	This cookie is set by Intercom. This cookie contains an anonymous visitor identifier.	9 months
intercom-session-a7qdc8d3	Preferences	This cookie is set by Intercom. This cookie contains an identifier for each individual browser session. This session cookie is stored with each successful login to the chat service provided by Intercom and extended to 1 week from this date.	7 days
intercom.intercom-state-#	Preferences	This local memory value is set by Intercom. Saves information about the user settings of the chat widgets.	Persistent (local storage)
intercom.played-notifications	Functional	Contains chat notification settings of the chat widget	Session

Cookie	Type	Description / purpose	Duration
rc::a	Marketing	This cookie is set by Google. This cookie is used to distinguish between humans and bots.	Persistent (local storage)
rc::b	Marketing	This cookie is set by Google. This cookie is used to distinguish between humans and bots.	Persistent (local storage)
rc::c	Marketing	This cookie is set by Google. This cookie is used to distinguish between humans and bots.	Persistent (local storage)
SID	Essential	A cookie that enables a website to remember a user's session.	Session
test_cookie	Marketing	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 minutes

You can access and manage your cookie preferences at any time through the settings in your web browser or by toggling the categories of cookies *on* or *off* in the cookie banner. For further information about the privacy practice at INZMO, please see the INZMO privacy policy <https://inzmo.com/deu/en/privacy-policy>