



## Cookie Policy

This policy sets out how, when and why the AgriWebb group (**we, us, our**) uses cookies on its website (including its mobile site). Cookies are small text files from a website that are stored on your computer or mobile device when you visit that website. Cookies generally contain information that is associated with your web browser, including information such as website preferences, login information, or a user ID. This information enables our website to recognise you as you interact with or revisit the website and associated services. Cookies are used in the following ways on our website:

### 1 Functional

*Intercom, Stripe*

To monitor the performance of our website and to enhance your browsing experience. For example, these tools enable you to communicate with us via live chat or process payments.

Intercom	Intercom-id-{id} intercom-session-{id}	These cookies track a visitor such that they may continue their conversation between different pages of the site, and resume the conversation on repeat visits to the site.
Stripe	__stripe_mid	These cookies track a visitor to enable AgriWebb to process payments without storing any credit card information.

### 2 Marketing and Analytics

*Google Analytics, Hotjar, Instapage, MailChimp, Mixpanel, Pardot, Segment, youtube, wistia*

To understand user behavior in order to provide you with a more relevant browsing experience or personalise the content on our website. For example, we collect information about which pages you visit to help us present more relevant information.

Instapage	instapage-variant-{id}	This cookie tracks which landing page variant was visited.
Pardot	pardot Visitor_{id} lpv{id}	Allows Pardot to link visitor behaviour to the recipient of a marketing campaign, to measure campaign effectiveness.
Segment	ajs_user_id	Allows segment.io to collect data about your usage of AgriWebb.com.
Segment	ajs_group_id	Tracks visitor usage and events within the website.
Segment	ajs_anonymous_id	This helps us count how many people visit AgriWebb.com by tracking if you've visited before.
YouTube	PREF	This cookie is used by Google to set each of its users' preferred language preferences. Third party

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Youtube	SAPISID SID SIDCC SSID VISITOR_INFO1_LIV E YSC	These cookies are used by Youtube as part of their embedded services on the Websites (sharing etc.). More information about Youtube's use of cookies can be found in their cookie policy.
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### 3 Advertising

*Facebook Pixel, Google Tag Manager, Twitter Ads*

To personalise and measure the effectiveness of advertising on our website and other websites. For example, we may serve you a personalised ad based on the pages you visit on our site.

Facebook	fr sb wd _js_datr	These cookie are used by Facebook as part of their embedded services on the Websites (likes, sharing etc.). More information about Facebook's use of cookies can be found in their cookie policy
Twitter	auth_token, guest_id, _twitter_sess, kdt, personalisation_id, external_referer, dnt, remember_checked_on.	Twitter set a series of cookies on any page that includes a Twitter feed. For more information please check: <a href="https://support.twitter.com/articles/20170514">https://support.twitter.com/articles/20170514</a>

### 4 Performance cookies

G o o g l e _ga Analytics	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. By default it is set to expire after 2 years, although this is customisable by website owners.
G o o g l e _gid Analytics	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.
G o o g l e _gat Analytics	This cookie name is associated with Google Universal Analytics, according to the documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.

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Google Analytics	__utma	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmz	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a lifespan of 6 months and is updated every time data is sent to Google Analytics.
CloudFlare	__cfduid	The '__cfduid' cookie is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information. <a href="https://support.cloudflare.com/hc/en-us/articles/200170156-What-does-the-CloudFlare-cfduid-cookie-do-">https://support.cloudflare.com/hc/en-us/articles/200170156-What-does-the-CloudFlare-cfduid-cookie-do-</a>
HotJar	_hjid	This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
HotJar	_hjIncludedInSample	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.

### 5 Types of Cookies

The types of cookies used on our website include:

- **Session cookies:** Session cookies are created temporarily in your browser's subfolder while you are visiting a website and are automatically deleted when you leave the website.
- **Persistent cookies:** In contrast to session cookies, persistent cookies are re-activated when you return to the same website, and remain in your browser's subfolder until they expire (usually after 12 months).
- **Secure cookies:** Secure cookies are a type of cookie which is transmitted over encrypted HTTP connection. When setting the cookie, the secure attribute instructs the browser that the cookie should only be returned to the application over encrypted connections.
- **Third party cookies:** A third party cookie is one that is placed on your hard drive by a website from a domain other than the one you are visiting (e.g. when the website features



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content, such as ads, from a third-party domain). Third party cookies are set so that a site can remember something about you at a later time. These cookies are set by third parties and we do not control how they are set.

- **SameSite cookies:** SameSite cookies allow servers to assert that a cookie ought not to be sent along with cross-site requests, which provides some protection against cross-site request forgery attacks. SameSite cookies may not be supported by all browsers.

### 6 Managing your Cookies

You can control how cookies are set on your computer or mobile device by using your browser or device settings. By continuing to use our website without changing your settings, you consent to our use of cookies as described above.

You can learn more about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

### 7 Contacts

If you have any queries relating to this Cookie Policy please contact our Data Protection Officer using the details set out in our Privacy Policy accessible here: <https://www.agriwebb.com/privacy-policy/>.