

# Cookie Policy of quorso.com

This document informs Users about the technologies that help quorso.com to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with quorso.com.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Quorso.com uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

## How quorso.com uses Trackers

### Necessary

Quorso.com uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

### Trackers managed by third parties

#### Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through quorso.com, i.e., communication between quorso.com and the User's browser, while also allowing analytical data from quorso.com to be collected.

Personal Data processed: Trackers.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- \_cfuid: indefinite
- cf\_clearance: 30 minutes

#### Google Hosted Libraries

Google Hosted Libraries is a traffic optimisation and distribution service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

#### Cloudflare Bot Management (Cloudflare Inc.)

Cloudflare Bot Management is a malicious bot protection and management service provided by Cloudflare Inc.

Personal Data processed: app information, Application opens, browser information, browsing history, city, clicks, country, county, custom events, device information, device logs, geography/region, interaction events, IP address, keypress events, language, latitude (of city), launches, longitude (of city), metro area, motion sensor events, mouse movements, number of sessions, operating systems, page events, page views, province, scroll position, scroll-to-page interactions, search history, session duration, session statistics, state, touch events, Trackers, Usage Data, video views and ZIP/Postal code.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- \_\_cf\_bm: 3 seconds
- \_\_cfuid: duration of the session
- \_cfuid: indefinite
- cf\_clearance: 30 minutes
- cf\_ob\_info: 3 seconds
- cf\_use\_ob: 3 seconds
- cfmrk\_cic: 3 months

#### **Google reCAPTCHA**

Google reCAPTCHA is a SPAM protection service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: answers to questions, clicks, keypress events, motion sensor events, mouse movements, scroll position, touch events, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Trackers duration:

- \_GRECAPTCHA: duration of the session
- rc::a: indefinite
- rc::b: duration of the session
- rc::c: duration of the session
- rc::f: indefinite

#### **Google Tag Manager**

Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

## **Functionality**

Quorso.com uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

### **Trackers managed directly by the Owner**

#### **Mailing list or newsletter (quorso.com)**

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning quorso.com. Your email address might also be added to this list as a result of signing up to quorso.com or after making a purchase.

Personal Data processed: company name, country, email address, first name, last name, phone number, Trackers, Usage Data and website.

## **Experience**

Quorso.com uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

### **Trackers managed by third parties**

## Google Fonts

Google Fonts is a typeface visualisation service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows quorso.com to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

## Vimeo video (Vimeo, LLC)

Vimeo is a video content visualisation service provided by Vimeo, LLC that allows quorso.com to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- player: 1 year
- vuid: 2 years

## Measurement

Quorso.com uses Trackers to measure traffic and analyze User behavior to improve the Service.

## Trackers managed by third parties

### Google Analytics 4

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of quorso.com, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google’s official documentation](#).

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- \_ga: 2 years
- \_ga\_\*: 2 years

### Google Analytics Advertising Reporting Features (Google LLC)

Google Analytics on quorso.com has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyse specific behaviour and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- IDE: 2 years

- \_gcl\_\*: 3 months
- test\_cookie: 15 minutes

### **HubSpot Analytics (HubSpot, Inc.)**

HubSpot Analytics is an analytics service provided by HubSpot, Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#) .

Trackers duration:

- \_\_hmpl: duration of the session
- \_\_hs\_gpc\_banner\_dismiss: 6 months
- \_\_hssc: 30 minutes
- \_\_hssrc: duration of the session
- \_\_hstc: 2 years
- hublytics\_events\_53: duration of the session
- hubspotutk: 2 years
- messagesUtk: 2 years

### **Marketing**

Quorso.com uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

#### **Trackers managed by third parties**

### **HubSpot CRM (HubSpot, Inc.)**

HubSpot CRM is a User database management service provided by HubSpot, Inc.

Personal Data processed: company name, email address, first name, last name, phone number, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- \_\_hmpl: duration of the session
- \_\_hs\_gpc\_banner\_dismiss: 6 months
- \_\_hssc: 30 minutes
- \_\_hssrc: duration of the session
- \_\_hstc: 2 months
- hublytics\_events\_53: duration of the session
- hubspotutk: 2 months
- messagesUtk: 2 months

### **LinkedIn Ads**

LinkedIn Ads is an advertising service provided by LinkedIn Ireland Unlimited Company or by LinkedIn Corporation, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#); United States – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- GAID: indefinite
- IDFA: indefinite
- UserMatchHistory: 1 month
- \_gcl\_\*: 3 months
- \_guid: 3 months
- aam\_uuid: 1 month
- li\_fat\_id: 1 month
- li\_giant: 7 days
- li\_sugr: 3 months
- lms\_ads: 1 month

- oribi\_cookie\_test: duration of the session
- oribi\_session: 2 hours
- oribi\_user\_guid: 7 months

### **LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation)**

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioural targeting service provided by LinkedIn Corporation that connects data from the LinkedIn advertising network with actions performed on quorso.com. The LinkedIn Insight Tag tracks conversions that can be attributed to LinkedIn ads and enables to target groups of Users on the base of their past use of quorso.com.

Users may opt out of behavioural targeting features through their device settings, [their LinkedIn account settings](#) or by visiting the [AdChoices opt-out page](#).

Personal Data processed: device information, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- AnalyticsSyncHistory: 1 month
- JSESSIONID: duration of the session
- UserMatchHistory: 1 month
- bcookie: 1 year
- bscookie: 1 year
- lang: duration of the session
- li\_gc: 7 months
- lidc: 1 day
- lms\_ads: 1 month
- lms\_analytics: 1 month
- sdui\_ver: 1 day

### **33Across (33Across)**

33Across is an advertising service provided by 33Across.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- 33x\_ps: 2 years
- pids: 4 months
- ps\_pid: 2 years
- uid: 2 years

### **Google Ads conversion tracking (Google LLC)**

Google Ads conversion tracking is an analytics service provided by Google LLC that connects data from the Google Ads advertising network with actions performed on quorso.com.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- IDE: 2 years
- test\_cookie: 15 minutes

### **LinkedIn Website Retargeting (LinkedIn Corporation)**

LinkedIn Website Retargeting is a remarketing and behavioural targeting service provided by LinkedIn Corporation that connects the activity of quorso.com with the LinkedIn advertising network.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- AnalyticsSyncHistory: 1 month
- JSESSIONID: duration of the session
- UserMatchHistory: 1 month
- bcookie: 1 year
- bscookie: 1 year
- lang: duration of the session
- li\_gc: 7 months
- lidc: 1 day
- lissc: 1 year
- lms\_ads: 1 month
- lms\_analytics: 1 month
- sdui\_ver: 1 day

### **Mailgun (Mailgun Technologies, Inc.)**

Mailgun is an email address management and message sending service provided by Mailgun Technologies, Inc.

Personal Data processed: email address, first name, last name, phone number, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

### **How to manage preferences and provide or withdraw consent on quorso.com**

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on quorso.com.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

### **How to control or delete Cookies and similar technologies via your device settings**

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

### **How to opt out of interest-based advertising**

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

### **Consequences of denying consent**

Users are free to decide whether or not to grant consent. However, please note that Trackers help quorso.com to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

### **Owner and Data Controller**

Quorso UK Limited 60 St Martins Lane, London, WC2N 4JS  
Quorso US Inc 414 14th St NY 10014

**Owner contact email:** [privacy@quorso.com](mailto:privacy@quorso.com)

Since the use of third-party Trackers through quorso.com cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by quorso.com.

### **Definitions and legal references**

#### **Personal Data (or Data)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

#### **Usage Data**

Information collected automatically through quorso.com (or third-party services employed in quorso.com), which can include: the IP addresses or domain names of the computers utilised by the Users who use quorso.com, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

#### **User**

The individual using quorso.com who, unless otherwise specified, coincides with the Data Subject.

#### **Data Subject**

The natural person to whom the Personal Data refers.

#### **Data Processor (or Processor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

#### **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of quorso.com. The Data Controller, unless otherwise specified, is the Owner of quorso.com.

#### **quorso.com (or this Application)**

The means by which the Personal Data of the User is collected and processed.

#### **Service**

The service provided by quorso.com as described in the relative terms (if available) and on this site/application.

### **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

### **Cookie**

Cookies are Trackers consisting of small sets of data stored in the User's browser.

### **Tracker**

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

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### **Legal information**

This privacy policy relates solely to quorso.com, if not stated otherwise within this document.

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