Cookie Policy

Version 09 | July 2023

emerchantpay.com

This document contains our Cookie policy for emerchantpay official website, accessible https://www.emerchantpay.com ('our website').

This document describes what information is gathered via cookies, how we use it and why we sometimes need to store these cookies. This document also informs how you can prevent these cookies from being stored, however this may downgrade or 'break' certain elements of our website's functionality.

What is a cookie?

Cookies are small pieces of information, normally consisting of just letters and numbers, which are downloaded to your device (typically a computer or mobile device, but also other equipment such as wearable technology or smart TV) when you visit www.emerchantpay.com.

Software on your device (for example a web browser) can store cookies and send them back to our website next time you visit.

What are cookies used for?

Cookies are used in numerous ways, such as supporting you to log in to our website, analysing traffic to our website or tracking your browsing behaviour. Description of the purpose for which a cookie is used is provided in the tables below.

What types of cookies do we use?

The cookies used or that will be used from time to time on our website have been categorised based on the categories found in Guidance on the use of cookies and similar technologies, issued by UK Information Commissioner's Office.

Necessary cookies. Visitor preferences

We use necessary cookies to make our website work. Necessary cookies enable core functionality of the Website such as its accessibility.

Within this category we use the following cookies:

cookie	name	type	purpose	duration
general purpose identifier	PHPSESSID	session, 1st party	used to maintain user session variables	end of the browser session
Cookie consent	Cookie Control	persistent, 1st party	used to store the data about the user's cookies preferences for the current website	90 days

'**Session cookies**' are cookies that expire at the end of a browser session (normally when a user exits their browser). Session cookies allow the website to recognise and link your actions during a browsing session. Because session cookies are temporal, they do not accumulate information for your identity or from your device.

'**Persistent cookies**' are cookies that are stored on your device in-between sessions. They allow your preferences and choices when using our website (such as language preferences) to be remembered. These cookies are temporal and set to expire at a certain point in the future (as per their duration period).

Analytics cookies

The analytics cookies assess your interaction with our website as an anonymous user. They collect information in a way that does not directly identify anyone. The analytics cookies are persistence cookies.

We intend to set Google Analytics cookies to help us to improve our website by collecting and reporting information on how you use it. The browsing experience of our website visitors is NOT tracked by Google Analytics by default.

You may, though, choose to consent to contributing your browsing experience on our website for us to produce anonymised statistics by accepting the analytics cookies or you can refuse – either through selecting your preference in our website or the site's cookie banner when you first visit it.

You can always decide to withdraw your consent or consent again at any time.

You will be able to access our website, whether analytics cookies are accepted or not.

If you intend to accept the analytics cookies` performance on your web browser, please consider the Google Ads related information in section "Targeting and advertising cookies" further in this policy.

We intend to use the analytics cookies described below. However, we will not set analytics cookies unless you explicitly accept them.

cookie	name	type	purpose	duration
Google Analytics 4	_ga_19P17MQBPL	persistent, 3rd party	used for throttling analytics requests to limit requests being sent from your browser to Google services	1 minute
	_gid	persistent, 3rd party	used to store your unique Client ID to Google Analytics	24 hours
	_ga	persistent, 3rd party	used to uniquely identify users. Each action that the user makes on the website is called a Hit, and sends data along with your unique Client ID to Google Analytics	2 years

Google Analytics 4 is third-party service our website includes that set cookies. Below you can find detailed information about this service:

Processing company	Google Analytics 4 is web analysis services of Google Ireland Limited
Legal basis	Consent, GDPR, art. 6 para. 1 s. 1 lit. a
Location of processing	European Union
Retention period	depends on the type of the saved data
Data recipients	Alphabet Inc. Google LLC Google Ireland Limited
Transfer to third Countries	Worldwide
Further information	Google's overview of privacy and safeguarding data https://support.google.com/analytics/answer/6004245

Targeting and advertising cookies

The targeting and advertising cookies gather information from you on your device to display advertisements to you based on relevant topics that interest you. The targeting and advertising cookies are persistence cookies.

Facebook

We intend to set targeting and advertising cookies from Facebook.

You may accept or you can refuse such cookies to be used – either through selecting your preference in our website or the site's cookie banner when you first visit it.

You can always decide to withdraw your consent or consent again at any time.

You will be able to access our website, whether targeting and advertising cookies are accepted or not.

We intend to use the targeting and advertising cookies described below. However, we will not set such cookies unless you explicitly accept them.

cookie	name	type	purpose	duration
Facebook	_fbp	persistent, 3rd party	used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	90 Days
HubSpot	__hstc	persistent, 3rd party	contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	13 months
	hubspotutk	persistent, 3rd party	keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts	13 months
	__hssc	persistent, 3rd party	keeps track of sessions; used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie; contains the domain, viewCount (increments each pageView in a session), and session start timestamp	30 mins
	__hssrc	persistent, 3rd party	changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	end of session
	__cfduid	persistent, 3rd party	cookie is set by HubSpot's CDN provider, Cloudflare; it helps Cloudflare detect malicious visitors to your website and minimizes blocking legitimate users; It may be placed on your visitors' devices to identify	30 days

		individual clients behind a shared IP address and apply security settings on a per-client basis. It is necessary for supporting Cloudflare's security features.	
__cfruid	persistent, 3rd party	This cookie is set by HubSpot's CDN provider because of their rate limiting policies. Learn more about Cloudflare cookies.	end of session

Facebook is a third-party service our website includes that set cookies. Below you can find detailed information about this service:

Processing company	Facebook Ireland Limited
Legal basis	Consent, GDPR, art. 6 para. 1 s. 1 lit. a
Location of processing	European Union
Retention period	depends on the type of the saved data
Transfer to third countries	Worldwide
Further information	Facebook Privacy policy https://www.facebook.com/policy/cookies/

Google Ads

Other targeting and advertising cookies that we indend to use on our website are from the Google`s online advertising platform - Google Ads.

We use the Google's advertising platform to advertise in Google services as well as on non-Google sites that partner with Google. Cookies placed by the Google Ads platform are used to deliver targeted and relevant advertisements to you and to provide you with a more personalised service. Google Ads also enable us to present you with retargeting advertisement on Google's partner sites.

The information collected by these cookies does not include personal information that enables you to be specifically identified (e.g. by reference to your name or email address).

Due to Google`s technology used to set the Google Ads related cookies, we must inform you that these cookies are operationally and intrinsically linked to the analytics cookies provide by Google Analytics. Therefore, please note that you can only accept or refuse Google Ads cookies by selecting or rejecting the **Analytics cookies** section on our website's cookie banner. You can always decide to withdraw your consent or consent again at any time.

You will be able to access our website, whether Google Ads targeting, and advertising cookies are accepted or not.

We intend to use the Google Ads targeting and advertising cookies described below. However, we will not set them unless you explicitly accept them.

cookie	name	type	Purpose	duration
	id_gclid	3rd party	The cookie identifies Google Ads traffic. Fetched from the gclid query parameter in the URL	2 years
	NID	3rd party	'NID' is used for these purposes to show Google ads in Google services for signed-out users.	6 months
	IDE	3rd party	'IDE' used for these purposes to show Google ads on non-Google sites	13 months
Google	ANID	3rd party	'ANID' used for these purposes to show Google ads on non-Google sites	13 months
	_gads	3rd party	'_gad' cookies enables sites to show Google ads, including personalized ads	13 months
	gcl	3rd party	'_gcl' cookies are used to measure ad and campaign performance and conversion rates for Google ads.	90 days

Google Ads is a third-party service our website includes that set cookies. Below you can find detailed information about this service:

Processing company	Google Ireland Limited
Legal basis	Consent, GDPR, art. 6 para. 1 s. 1 lit. a
Location of processing	European Union
Retention period	depends on the type of the saved data
Data recipients	Alphabet Inc. Google LLC Google Ireland Limited
Transfer to third Countries	Worldwide
Further information	Google's overview of how Google uses cookies in advertising: https://policies.google.com/technologies/ads Google`s Privacy policy: https://policies.google.com/privacy#intro

Twitter

We intent to use pixel from Twitter to personalize ads and measure their performance. A pixel is a small amount of code on a web page that helps us learn whether you've interacted with certain web content. This helps us measure and improve our services and personalize your experience.

Please review Twitter's rules and policies on their use of cookies and similar technologies. You may accept or you can refuse the pixel to be used – either through selecting your preference in our website or the site's cookie banner when you first visit it. You can always decide to withdraw your consent or consent again at any time. You will be able to access our website, whether targeting and advertising cookies are accepted or not.

cookie	name	type	Purpose	duration
Twitter	guest_id	3rd party	This cookie is set due to Twitter integration and sharing capabilities for the social media.	2 years
	personalization_id	3rd party	This cookie is set due to Twitter integration and sharing capabilities for the social media.	2 years

Twitter is a third-party service our website includes that set cookies. Below you can find detailed information about this service:

Processing company	Twitter International Company
Legal basis	Consent, GDPR, art. 6 para. 1 s. 1 lit. a
Location of processing	European Union
Retention period	depends on the type of the saved data
Transfer to third Countries	Worldwide
Further information	Twitter Privacy policy https://twitter.com/privacy?lang=en https://help.twitter.com/en/rules-and-policies/twitter-cookies

How to control cookies?

To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Disabling cookies

Most browsers have settings which allow you to prevent any cookies being placed on your device. There may be instances where you may then have to manually adjust some preferences when you visit a website.

You may disable **Necessary cookies** by changing your browser settings, but this may affect how the website functions.

You may withdraw your consent for **Analytics cookies** and **Targeting and advertising cookies** at any time on our website.

Further, to opt out of being tracked by **Google Analytics** across all websites, visit http://tools.google.com/dlpage/gaoptout

You can adjust how ads are targeted to you based on my activity on or off of **Facebook** on https://www.facebook.com/help/568137493302217

LinkedIn

We use LinkedIn marketing solutions to help promote our business and better understand our audience. This includes using the LinkedIn Insight Tag to collect data relating to members' visits to our website, including the URL, referrer, IP address, device and browser characteristics, timestamp, and page views. The LinkedIn Insight Tag is a piece of lightweight JavaScript code that we have added to our websites to enable in-depth campaign reporting and to help us unlock valuable insights about our website visitors. We use the LinkedIn Insight Tag to track conversions, retarget website visitors, and unlock additional insights about members interacting with our LinkedIn adverts.
This data is encrypted, then de-identified within seven days, and the de-identified data is deleted within 90 days. Your personally identifiable data is not shared with us, only aggregated reports about our audience and ad performance. You can always decide to withdraw your consent or consent again at any time. To enable these insights the following cookies may be set in your browser.

cookie	name	type	Purpose	duration
	lidc	3rd party	To facilitate data center selection	1 days
	Lang	3rd party	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.	For the duration of the browsing session
	li_gc	3rd party	Used to store consent of guests regarding the use of cookies for non-essential purposes.	2 years
LinkedIn	AnalyticsSyncHistory	3rd party	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	
	Bcookie	3rd party	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abust on the platform	2 years
	UserMatchhistory	3rd party	LinkedIn Ads ID syncing	1 month

LinkedIn is a third-party service our website includes that set cookies. Below you can find detailed information about this service:

Processing company	LinkedIn Corp.
Legal basis	Consent, GDPR, art. 6 para. 1 s. 1 lit. a
Location of processing	European Union
Retention period	depends on the type of the saved data
Transfer to third Countries	Worldwide
Further information	LinkedIn Privacy Policy https://www.linkedin.com/legal/privacy-policy LinkedIn Cookie table https://www.linkedin.com/legal/l/cookie-table

You can opt out of cookies from LinkedIn on your LinkedIn settings page and recommend you read their Cookie Policy for more information.

Removing cookies

You may delete previously set cookies manually or configure the browser settings to delete cookies at a set interval.

You can delete all cookies that are already on your device by clearing the browsing history of your browser. Please, see your browser 'Help' for how to do this. This will remove all cookies from all websites you have visited.

More information

We are committed to respecting your privacy.

We do not collect any other information about you as a visitor to our website, except that gathered by the cookies listed above. These cookies are not used for any purpose other the described in this policy.

Hopefully this policy provides you clearly inform about what types of cookies do we use and what they do. However, if you are still looking for more information, then you can contact us at dpo@emerchantpay.com.