Cookie Policy
This Cookie Policy (the "Policy") explains what cookies are, the types of cookies placed on your device when you visit TrueBond, and how we use them. This Policy also covers our use of similar technologies, such as web beacons.

This Cookie Policy does not address how we process your personal data in general. To learn more about how we process your personal data, please refer to our **Privacy Policy**.

What are cookies?

Cookies are small text files sent to your web browser or device memory, or accessed from them. A cookie typically contains the domain name (the location on the internet) it originated from, the "lifetime" of the cookie, and a randomly generated unique number or similar identifier. A cookie may also contain information about your device, such as user settings, browsing history, and activities carried out while using TrueBond.

Types of cookies:

1. **Session Cookies:**

   - These expire at the end of your browser session.
   - TrueBond uses session cookies to help you navigate our website efficiently and to learn how you interact with it during a single browser session.
2. **Persistent Cookies:**

   - These remain on your device even after you close your browser.
   - They are used to help you log into our website quickly and for analytical purposes.
3. **First-Party Cookies:**

   - Set directly on your device by us.
   - These cookies allow us to adapt our website to your browser's language preferences and to better understand how you use our website.
4. **Third-Party Cookies:**

   - Set on your device by our service providers.
   - These cookies help us provide a secure and satisfactory experience on our website. We do not control the cookies placed by third parties.

Examples of third-party cookies we use:

- **Google (via Google Analytics):**
  Google Analytics uses cookies and other data collection technologies to gather information about TrueBond usage and report website trends, in accordance with its privacy policy. You can opt out of Google Analytics by visiting Google Ads Settings or

downloading the <u>Google Analytics Opt-out Browser Add-on</u>.

- **Microsoft:**
  Microsoft uses cookies to evaluate the effectiveness of ads displayed on our website, in accordance with its privacy policy.

- **Cloudflare:**
  Cloudflare uses cookies to identify reliable web traffic to our website, in accordance with its privacy policy.

- **Sentry:**
  Sentry uses cookies and similar identifiers for application error and performance monitoring to improve stability and reliability, in accordance with its privacy policy.

- **Vercel:**
  Vercel may use cookies/similar technologies and technical logs to deliver, balance, and optimize our service (e.g., edge caching and aggregated technical analytics), in accordance with its privacy policy.

- **Crisp:**
  Crisp uses cookies to enable live chat/customer support, remember user sessions, and improve the support experience, in accordance with its privacy policy.

- **Meta Ads Conversion Tracking (Meta Pixel):**
  The Meta Pixel uses cookies and similar technologies to measure conversions, optimize campaigns, and build custom/analytical audiences, in accordance with its privacy policy. Local consent choices may affect how these cookies operate.

- **Hotjar:**

  May use cookies or similar technologies in accordance with its privacy policy.

  - Hotjar Surveys:
    Uses cookies to display surveys and link responses to sessions in a pseudonymous manner.

  - Hotjar Recruit User Testers:
    Uses cookies to show invitations to participate in user testing and remember participation preferences.

  - Hotjar Poll & Survey Widgets:
    Uses cookies to serve and frequency-cap poll/survey widgets.

  - Hotjar Heat Maps and Recordings:
    Uses cookies to generate heat maps and session recordings on a pseudonymous basis for UX analysis.

- ○ Hotjar Form Analysis and Conversion Funnels:
  Uses cookies to analyze interactions with forms and conversion paths in aggregated/pseudonymous form.

- **Sectigo CodeGuard:**
  May use cookies or similar technologies for technical purposes related to backups, security, and site integrity, as well as service authentication, in accordance with its privacy policy.

- **Vertigo Media:**
  May use cookies to manage, measure, and optimize media/advertising campaigns, in accordance with its privacy policy.

- **Bunny CDN (Bunny.net):**
  Uses cookies/technical identifiers for content caching, load balancing, performance improvement, and aggregated delivery metrics.

We do not allow these service providers to collect your personal data on TrueBond for their own purposes. These providers are bound by confidentiality agreements and/or legal restrictions regarding their use or collection of personal information. Third-party cookies are governed by the privacy policies of the respective third parties. For questions about how third parties use cookies, please contact them directly.

For more information about third-party advertising cookies, interest-based advertising, and how to opt out of such practices, visit resources like the **Digital Advertising Alliance** or the **Interactive Advertising Bureau**.

Similar Technologies

Web Beacons

Web beacons, also known as "pixel tags," are graphic images containing a unique identifier that helps us recognize when someone has visited TrueBond or opened an email sent by us or our service provider.

Software Development Kits (SDKs)

SDKs are small pieces of code embedded in apps that function similarly to cookies and web beacons.

Snap Pixels

Snap Pixels are JavaScript codes that help our service providers measure the cross-device impact of advertising campaigns on Snapchat.

Why do we need cookies?

When you visit or interact with TrueBond, we or our service providers may use cookies, web beacons, and similar technologies to better understand your interactions with our services. These technologies help us provide a faster, safer, and more personalized experience.

How we use cookies

Cookies play a critical role in helping us create a personal, effective, and secure environment on TrueBond. Our use of cookies may evolve as we improve our website. Generally, we use cookies for the following purposes:

Category	Description
Authentication	To remember your login credentials and allow quick access to our website.
Security	To enable security features, detect malicious activity, and monitor for harmful use.
Analytics & Research	To understand how TrueBond is used, and to customize, improve, and research our services.
Advertising	To make advertising more relevant, avoid repetitive ads, and ensure proper display.

How can you manage cookies?

Most browsers allow you to manage cookies through their settings. Changing these preferences may impact your experience on our website, and some features may become unavailable.

How to manage cookies in popular browsers:

- **Chrome:** Manage cookies in Chrome
- **Explorer:** Manage cookies in Microsoft Explorer
- **Safari:** Manage cookies in Safari
- **Firefox:** Manage cookies in Firefox
- **Opera:** Manage cookies in Opera

Cookies Table

Below is a list of commonly used cookies on TrueBond:

Cookie Name	Purpose	Type
cfduid	Security	Third-party cookie
zlcmid	Authentication	Third-party cookie
csrf	Security	First-party cookie
ga, _git, _gat	Analytics	Third-party cookie

For further assistance, please contact **help@mytruebond.ai**.