



# JEEVES COOKIE POLICY

## Background

Cookies are small text files that are downloaded to your device by websites you visit. They allow the website to recognise your device and store some information about your location and past actions.

We use different types of cookies for different things, such as:

- Analysing how you use the tryjeeves.com website
- Giving you a better, more personalised experience (showing content relevant to you and your location)
- Analysing the effectiveness of our content

We have listed the cookies that we use on the tryjeeves.com website, what each cookie is used for and how long it is retained below. You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

## Your choices

You can choose whether or not to accept cookies using the Jeeves cookie banner. Some cookies are essential cookies and cannot be turned off. We have listed these 'strictly necessary' cookies, what they are used for and how long they are retained below. You can also follow the instructions under the “[Changing cookie settings in your browser](#)” heading below in order to disable and/or clear cookies, including strictly necessary cookies.



## Essential or strictly necessary cookies

### NECESSARY COOKIES

| Name                 | Expiry     | Purpose   |
|----------------------|------------|---|
| AnalyticsSyncHistory | 30 days    | Used to store information about the time a sync with the lms_analytics cookie took place. |
| li_gc                | 2 years    | Used to store guest consent to the use of cookies for non-essential purposes.             |
| __cf_bm              | 30 minutes | This cookie is used to distinguish between humans and bots.                               |

## Website functionality cookies

These cookies enable functionality that gives you a better, more personalised experience, showing content relevant to your location and remembering your language preferences. If you disable these cookies it may interfere with your experience on our website.

### FUNCTIONAL COOKIES

| Name             | Expiry   | Purpose  |
|------------------|----------|--|
| intercom-id      | 9 months | Intercom Messenger product cookie, anonymous identifier for the visitor. Generated at each visit.              |
| intercom-session | 7 days   | Intercom Messenger product cookie, identifier for browser session. Allows retrieval of intercom conversations. |
| product          | 1 day    | Detects the product selected in the form flow.   |
| language         | 24 hours | Used to store language preferences, potentially to serve up content in the stored language.                    |
| hubspotutk       | 6 months | User authentication tool.  |
| referrer         | 24 hours | Allows share buttons to appear beneath a product image.  |



## Analytics cookies

These help us to improve our website by collecting and reporting information on how you use it.

### ANALYTICS COOKIES

| Name    | Expiry     | Purpose  |
|---------|------------|--|
| __hssrc | Session    | Hubspot tool for website analytics.  |
| __hssc  | 30 minutes | Hubspot tool for website analytics.  |
| __hstc  | 6 months   | Hubspot tool for tracking visitors.  |
| _gid    | 24 hours   | Google Analytics tool which generates statistics on how the website visitor uses the website.                                    |
| _ga     | 2 years    | Google Analytics tool which registers a unique ID that is used to generate statistical data on how the visitor uses the website. |
| _gat    | 35 seconds | Used by Google Analytics to throttle request rate.   |

## Advertising Cookies

Advertising Cookies help us and other third parties to provide content which may be of interest to you based on your browsing history. These cookies are set by websites other than www.tryjeeves.com.

### ADVERTISING COOKIES

| Name    | Expiry   | Purpose   |
|---------|----------|---|
| _fbp    | 3 months | Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers |
| _gcl_au | 3 months | Used through Google Analytics to understand user interaction with the site and advertising                        |
| lang    | Session  | Used through LinkedIn to store language preferences, to serve up content in the stored language.                  |



|                  |          |  |
|------------------|----------|--|
| lidc             | 24 hours | LinkedIn cookie to select the best data center   |
| UserMatchHistory | 30 days  | This cookie is used to by LinkedIn track visitors so that more relevant ads can be presented based on the visitor's preferences. |
| bcookie          | 2 years  | Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform                        |
| bscookie         | 2 years  | Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform                        |

## Changing cookie settings in your browser

For information on how to disable and/or clear cookies, including strictly necessary cookies, on your device please follow the instructions in the links below:

- [Internet Explorer \(IE\)](#)
- [Google Chrome](#)
- [Safari \(desktop\)](#)
- [Safari \(mobile\)](#)
- [Firefox](#)
- [Opera](#)
- [Netscape](#)

More information on managing your cookie settings can be found at [www.allaboutcookies.org](http://www.allaboutcookies.org)