**Etoso Cookie Policy**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. We do not use cookies to gather personal information about you from your computer. We can only collect this kind of information if you choose to give it to us.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

| | |
|---|---|
| **Strictly necessary cookies** | These are cookies that are required for the operation of our website. These cookies do not store any personally identifiable data. |
| **Analytical or performance cookies** | ese allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. |
| **Functionality cookies** | These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences. |
| **Advertisement Cookies** | These cookies are used to provide visitors with customised advertisements based on the pages they visited previously and to analyse the effectiveness of the advertisement campaigns. |

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

| Cookie Name | Purpose | Duration and Type |
|---|---|---|
| _ga | This cookie is set up by Google Analytics to calculate visitor, session and campaign data and track site usage for the site's analytical report.<br><br>The information is stored anonymously by assigning a randomly generated number to recognise unique visitors. | 1 year 1 month 4 days – Analytics |
| _ga_* | This cookie is set up by Google Analytics to store and count page views. | 1 year 1 month 4 days – Analytics |
| _hjSessionUser_* | Set up by Hotjar to ensure data from subsequent visits to the same site is attributed to the same | 1 year – Analytics |

| | | |
|---|---|---|
| | user ID, which persists in the Hotjar User ID, which is unique to that site. | |
| _hjSession_* | Set up by Hotjar to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site. | 1 hour – Analytics |
| _ga_* | This cookie is set up by Google Analytics to store and count page views. | 1 year 1 month 4 days – Analytics |
| __utma | This cookie is set up by Google Analytics to distinguish users and sessions. The cookie is created when the JavaScript library executes and there are no existing __utma cookies. The cookie is updated every time data is sent to Google Analytics. | 1 year 1 month 4 days – Analytics |
| __utmc | This cookie is set up by Google Analytics enable interoperability with urchin.js, an older version of Google Analytics and is used in conjunction with the __utmb cookie to determine new sessions/visits. This cookie is deleted when the user closes the browser. | Session - Performance |
| __utmz | This cookie is set up by Google Analytics to store the traffic source or campaign by which the visitor reached the site. | 6 months – Performance |
| __utmt_UA-* | This cookie is set up by Google Analytics to gather statistical information about user behaviour. | 10 minutes – Analytics |
| __utmb | This cookie is set up by Google Analytics to determine new sessions, visits. | 1 hours – Performance |
| _fbp | This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website. | 3 months – Analytics |
| _uetsid | This cookie is set by Bing Ads to engage with a user that has previously visited the website. | 1 day – Performance |
| _uetvid | This cookie is set by Bing Ads to engage with a user that has previously visited the website. | 1 year 24 days – Performance |
| MUID | This cookie is set by Bing to recognise unique web browser visiting Microsoft sites. | 1 year 24 days – Advertisement |
| MSPTC | No description | 1 year 24 days – Other |

Please note that the following third parties Google, Stripe, Calendly may also use cookies, over which we have no control. These third parties have their own cookie policy which you should review before proceeding to use our services.

To deactivate the use of third-party advertising cookies, you may visit the relevant consumer page to manage the use of these types of cookies.

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

You can choose to "Reject All" cookies in the cookie banner. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

If you have any questions or concerns about our use of cookies, please send us an email at support@etoso.io.