

Helpshift Cookie Notice

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1. Introduction

The Keywords Studios Group (“Keywords”, “we”, “us” and “our”) uses cookies on our website, www.keywordsstudios.com, and its sub-domains, including www.helpshift.com and other individual websites of Keywords (the “Website”). The information provided in this Cookie Notice is provided in addition to and should be read alongside our Privacy Notice, <https://www.helpshift.com/legal/privacy>

The purpose of the Cookie Notice is to provide you, a visitor of the Website, with clear information about what these technologies are, the purposes for which Keywords uses cookies, durations of their use and the choices you have when it comes to managing your cookie settings.

2. About Cookies

Cookies are small text files that are placed within your browser or on your computer or mobile device by websites that you visit. There are other similar techniques to cookies such as flash cookies, web beacons, small graphic files (pixel) and an additional HTML5 (local) storage in your browser. These techniques function in a similar manner to cookies. Where we refer to “cookies” in this Cookie Notice, we also mean these other technologies that operate in a similar manner as cookies. They are widely used to make websites work, or work more efficiently, as well as to provide web services and functionalities for visitors.

Cookies perform many different functions, like letting you navigate between pages efficiently, remembering your preferences, and improving your visitor experience. They can also help to ensure that ads you see online are more relevant to you and your interests.

3. Types of Cookies

Purpose of Cookies

Cookies can be categorized according to the use that they are put to. We use cookies for the following purposes:

- Strictly Necessary cookies. Required for the Website's operation and functionality. They include, for example, cookies that enable you to set your privacy preferences, fill in forms or display our Website properly on your screen.
- Functionality cookies. Used to recognize you when you return to the Website. This enables us to personalize our content for you and remember your preferences (for example, your choice of language or region).
- Performance cookies. Allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that visitors are finding what they are looking for easily.
- Advertising cookies. Used to help us better understand our advertising campaigns and how we can make these more relevant to you. We use these cookies to understand what you are interested on our website, and to identify what other sites may have directed you to us.

First/Third Party Cookies

Optional cookies may be 'first party cookies' or 'third party cookies':

- First party cookies are directly stored by the Website you visit.
- Third party cookies are set directly by domains that are not the Website that you are visiting.

4. Cookies Used on the Website

A complete list of the cookies we use in connection with the Website is set out in the table below:

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but

some parts of the site will not then work. These cookies do not store any personally identifiable information.

Name	Purpose	Who places the Cookie	Expiry
complianceCookieHAB	Set to record the visitor consent for the cookies.	Keywords	1 year
PHPSESSID	Enables the Website to store serialised state data. It is used to establish a visitor session and to pass state data via a temporary cookie, which is commonly referred to as a session cookie.	Keywords	Session (i.e. expires when you close your browser)
__hs_opt_out	Used by the opt-in Privacy Notice to remember not to ask the visitor to accept cookies again.	HubSpot	6 months
__hs_do_not_track	Is set to prevent the tracking code from sending any information to HubSpot.	HubSpot	6 months

hs_ab_test	Used to consistently serve visitors the same version of an A/B test page they've seen before.	HubSpot	Session
<id>_key	When visiting a password-protected page, it is set so future visits to the page from the same browser do not require the use to login again.	HubSpot	14 days
hs-messages-is-open	Used to determine and save whether the chat widget is open for future visits.	HubSpot	30 minutes
hs-messages-hide-welcome-message	Used to prevent the chat widget welcome message from appearing again for one day after it is dismissed.	HubSpot	1 day
__hsmem	Set when visitors log in to a HubSpot-hosted site.	HubSpot	7 days

Functionality Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Name	Purpose	Who places the Cookie	Expiry
hubspokutk	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.	Keywords	6 months
MUID	This cookie is used by Microsoft Clarity as a unique identifier. The cookie is set by embedded Microsoft scripts. The purpose of this cookie is to synchronise the ID across many different Microsoft domains to enable user tracking.	Microsoft Clarity	1 year
CLID	This cookie is installed by Microsoft Clarity and stores information about how visitors use the website. The cookie contributes to the creation of an analysis report. The data collection includes numbers of visitors, where they visit the website from and pages visited on the website	Microsoft Clarity	1 year
MR, ANONCHK, SM	This cookie is used as a unique identifier, for storing the session ID for a user, and to synchronise the MUID across domains. This cookie ensures that clicks from advertisement on the Bing search engine are verified and it is used for reporting purposes and for personalisation	Microsoft Clarity	10 minutes

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Name	Purpose	Who places the Cookie	Expiry
__hstc	It is the main cookie for tracking visitors. It contains the domain, hubspotutk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	HubSpot	6 months
Hubspotutk	Keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when de-duplicating contacts. It contains an opaque GUID to represent the current visitor.	HubSpot	6 months
__hssc	Used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains	HubSpot	30 minutes

	the domain, viewCount (increments each pageView in a session), and session start timestamp.		
_ga	ID used to identify visitors.	Google	24 months
_gat	Used to monitor number of Google Analytics server requests when using Google Tag Manager.	Google	1 minute
_gid	ID used to identify visitors for 24 hours after last activity.	Google	24 hours
__cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Vimeo	30 minutes
_cfuid	This cookie is used for purposes of tracking users across sessions to optimize user experience by maintaining session consistency and providing personalized services.	Vimeo	Session (i.e. expires when you close your browser)

Targeting / Advertising Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on

uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Name	Purpose	Who places the Cookie	Expiry
NID	Used to collect Website statistics and track conversion rates and Google ad personalisation.	Google	12 months
__Secure-3PSID	For targeting purposes to build a profile of the visitor's interests in order to show relevant & personalised Google advertising.	Google	2 years
Secure-3PAPISID	Profiling the interests of Website visitors to serve relevant and personalised ads through retargeting.	Google	2 years
__Secure-3PSIDCC	For targeting purposes to build a profile of the visitor's interests in order to show relevant & personalised Google advertising.	Google	1 year
AnalyticsSyncHistory	Used to store information about the time a sync took place with the lms_analytics cookie.	LinkedIn	30 days

JSESSIONID	Used for Cross Site Request Forgery (“CSRF”) protection and URL signature validation.	LinkedIn	Sessi on
UserMatchHistory	LinkedIn Ads ID syncing.	LinkedIn	30 days
bcookie	Browser identifier cookie used to uniquely identify devices accessing LinkedIn to detect abuse on the platform.	LinkedIn	1 year
bscookie	Used for remembering that a logged in visitor is verified by two factor authentication and has previously logged in.	LinkedIn	1 year
lang	Used to remember a visitor's language setting to ensure LinkedIn.com displays in the language selected by the visitor in their settings.	LinkedIn	Sessi on
lidc	To facilitate data centre selection.	LinkedIn	24 hours
lms_ads	Used to identify LinkedIn members off LinkedIn for advertising.	LinkedIn	30 days

lms_analytics	Used to identify LinkedIn members off LinkedIn for analytics.	LinkedIn	30 days
_fbp	Identifies browsers for the purposes of providing advertising and site analytics services.	Meta	90 days
fr	Used to deliver, measure and improve the relevancy of ads.	Meta	90 days
tuuid	Used for analytics and advertising services provided by Demandbase products.	Demandbase	2 years
tuuid_lu	Used for analytics and advertising services provided by Demandbase products.	Demandbase	2 years

5. Managing Cookies

Cookie Consent

We will only use cookies which are not strictly necessary for the operation of the Website with your prior consent. You can adjust or withdraw your consent regarding the use of such cookies using the cookies preference centre available on the Website at any time.

Browser Settings

The majority of browsers will allow you to alter the settings used for cookies and to disable and enable them as you require.

You can reject all cookies (except strictly necessary cookies) if you prefer not to receive them, and you can have your computer warn you whenever cookies are being used. You can delete the cookies that are already on your computer, and you can set your browser to prevent them from being placed. Disabling cookies may, however, prevent some web services (including on this Website) from working correctly. Please be aware that when you have set your computer to reject cookies, it can limit the functionality of the Website and it is possible that you will not have access to some of the features on the Website.

To disable cookies, or to receive a warning whenever cookies are being used, you must adjust your browser settings. You can adjust your browser settings to delete certain cookies. Visit the “help” section of your browser for how to manage your cookie settings, or follow the links below:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl>
- Safari: <http://support.apple.com/kb/PH5042>
- Edge:
<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Mozilla Firefox:
<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

For further general information on cookies and more detailed advice on how to disable and enable them please go to <http://www.allaboutcookies.org>.

Opting-out of Third Party Ad Networks.

You have the ability to opt out of many third-party ad networks. For example, you may go to the Digital Advertising Alliance’s (“DAA”) Consumer Choice Page for information about opting out of interest-based advertising and their choices regarding having information used by DAA companies. You may also go to the Network Advertising Initiative’s (“NAI”) Consumer Opt-Out Page for information about opting out of interest-based advertising and their choices regarding having information used by NAI members.

Opting out from one or more companies listed on the DAA Consumer Choice Page or the NAI Consumer Opt-Out Page will opt you out from those companies’ delivery of interest-based content or ads to you, but it does not mean you will no longer receive any

advertising through our Website or on other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing (i.e., contextually based ads). Also, if your browsers are configured to reject cookies when you opt out on the DAA or NAI websites, your opt out may not be effective. Additional information is available on the DAA's website at <http://optout.aboutads.info> or the NAI's website at <http://optout.networkadvertising.org> or if you want to disable cookies from specific parties, you can do so via: <http://www.youronlinechoices.eu>.

6. Changes to this Cookie Notice

Overall, we're constantly trying to improve our Website, so we may need to change this Cookie Notice from time to time to reflect changes in technology, law, business operations or any other reason we determine is necessary or appropriate, but we will alert you to any material changes by placing a notice on the Website, by sending you an email and/or by some other means.

7. Contact Information

If you have any questions or queries about this Cookie Notice, please do not hesitate to contact us at:

- Phone: +353 1 902 2730;
- Email: privacy@helpshift.com; or privacy@keywordsstudios.com
- Address: South County Business Park, Leopardstown, Dublin 18, D18 T9P8, Ireland.