COOKIE POLICY

Updated: 21 April 2021

This Cookie Policy provides information about the types of cookies Shaping Cloud use and why we use them.

What are cookies?

Cookies are small data files that contain a string of characters. Cookies help us to improve our site and to deliver a better, more personalised service, for instance by storing information about your preferences and allowing us to recognise you when you return to our websites.

Which cookies do we use?

1. **Necessary Cookies:** These cookies are essential in order to enable you to move around our websites and use features, such as providing you with services to enable appropriate content based on your type of device.

2. **Functional Cookies:** These cookies that ensure the proper functioning of the Website (e.g. cookies for login or registration, language preferences) and their installation does not require your permission.

3. **Analytics Cookies:** These cookies allow us to see if our website is working well – for instance we can see which pages visitors go to most often and if they get error messages.

4. **Advertising Cookies:** These cookies are specifically designed to gather information from you on your device to display advertisements to you based on relevant topics that interest you.

5. **Persistent Cookies:** These cookies exist on your computer until a future date; for instance, the cookie expiry date could set as 1 year, and each time a website is accessed over this period, our website will access this cookie.

6. Our cookies in more detail:

Cookie	Domain	Type	Description	Duration
__hssrc	.shapingcloud.com	**Necessary**	This cookie is set by Hubspot. Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.	session
ARRAffinity	.shapingcloud.com	**Necessary**	This cookie is set by websites that run on Windows Azure cloud platform. The cookie is used to affinitize a client to an instance of an Azure Web App.	session
__cfduid	.fontawesome.com .hs-scripts.com .hsadspixel.net .hscollectedforms.net .hs-analytics.net .hs-banner.com .hubspot.com .hsforms.com .hubapi.com	**Necessary**	The cookie is used by cdn services like CloudFare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application and does not store any personally identifiable information.	1 month
ARRAffinitySameSite	.shapingcloud.com	**Functional**	ARRAffinity is a cookie used to affinitize a client to an instance of an Azure Web App. e.g. if an app is scaled out to 10 instances, and a user accesses it from their browser, the ARRAffinity helps keep the user going back to the same app instance, instead of getting a random instance each time	session
__hssc	.shapingcloud.com	**Functional**	This cookie is set by HubSpot. The purpose of the cookie is to keep track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	30 minutes
_ga	.shapingcloud.com	**Analytics**	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years
_gid	.shapingcloud.com	**Analytics**	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is	1 day

			doing. The data collected including the number visitors, the source where they have come from, and the pages visted in an anonymous form.	
__hstc	.shapingcloud.com	**Analytics**	This cookie is set by Hubspot and is used for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	1 year 24 days
hubspotutk	.shapingcloud.com	**Analytics**	This cookie is used by HubSpot to keep track of the visitors to the website. This cookie is passed to Hubspot on form submission and used when deduplicating contacts.	1 year 24 days
test_cookie	.doubleclick.net	**Advertising**	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the user's browser supports cookies.	15 minutes
_fbp	.shapingcloud.com	**Advertising**	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	3 months
fr	.facebook.com	**Advertising**	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behaviour of the user across the web on sites that have Facebook pixel or Facebook social plugin.	3 months
_gat_gtag_UA_7476545_1	.shapingcloud.com	**Persistent**	Used to throttle request rate – Google Analytics deployed via Google Tag Manager	1 minute
lfuuid	shapingcloud.com	**Persistent**	The _lfuuid cookie allows a website to track visitor behaviour on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies himself by submitting a form.	9 years 9 months 10 days 15 hours 7 minutes

Choices about cookies

You can learn more about how to manage your cookies by visiting the Help function of your browser, the settings of your mobile device or you can visit www.aboutcookies.org which provides detailed information on managing cookies on popular browsers.

Contact Us

If you have any concerns or questions about how we use cookies on our websites, you can contact us at privacy@shapingcloud.com.