COOKIE POLICY

Cookies are small pieces of information that are stored in text files. These text files are stored on your device when your browser loads websites. They are typically used to keep track of you and your preferences, either for one visit (via a "session cookie") or over multiple visits (via a "persistent cookie"). Cookies ensure a consistent and efficient user experience, and they perform many essential functions, such as user registration and keeping users logged in. Cookies may be set by the site you visit, which are known as "first party cookies." They may also be set by third parties, such as content providers, advertisers, or analytics services on the website ("third party cookies").

Necessary cookies make a website usable by allowing basic functions, such as page navigation and securing areas of the website. The website cannot function properly without these cookies.

This website may contain other tracking technologies known as "web beacons" or "pixels." These are small, transparent images that give us statistics in a way that is similar to how cookies operate. While they are frequently used in combination with cookies, they are not stored on your device in the same way. Thus, if you disable cookies, web beacons might still load, but their functionality will limited.

How we use cookies

We use cookies for many different purposes. Some cookies are necessary to make the website usable; some create a more personalized experience; and some display advertising from certain third-party networks. Some of these cookies may be set upon entering a page or when a visitor does something specific (such as clicking the "like" or "follow" button on a blog post).

Types of Cookie

The table below explains the types of cookies we use on our websites and why we use them.

CATEGORY OF COOKIES	WHY WE USE THESE COOKIES
Necessary	These cookies enable you to navigate the website and use our services. 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 work. These cookies do not store any personally identifiable information.
Preferences	Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.
Statistics	Statistic cookies help us to understand how visitors interact with our website by collecting and reporting information anonymously. They help us to know which pages are popular and see how visitors move around the website.
Marketing	These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Examples

You'll find examples of the cookies set by Form.com below, along with their purpose, their type, and expiration time. Some of these cookies are set across all our websites (form.com, keysurvey.com, keysurvey.co.uk, worldapp.com, keysurvey.fr, and fr.form.com), whereas some are specific to individual ones. Please note that this is not an exhaustive list, but rather aims to be representative.

Category: Necessary

COOKIE NAME	TYPE	EXPIRY
__cfduid	HTTP	1 year
Used by the content network, Cloudflare, to identify trusted web traffic.		

Category: Preferences

COOKIE NAME	TYPE	EXPIRY
dc	HTTP	Session
Necessary for the functionality of the website's chat-box function.		
driftt_aid	HTTP	2 years
Necessary for the functionality of the website's chat-box function.		
driftt_sid	HTTP	1 year
Identifies the visitor across devices and visits, in order to optimize the chat-box function on the website.		
lang	HTTP	Session
Set by LinkedIn when a web page contains an embedded "Follow us" panel.		
accept_cookies	HTTP	1 month
This is used to remember the choice a visitor made to either accept or decline the usage of cookies on our website.		

Category: Statistics

COOKIE NAME	TYPE	EXPIRY
__distillery	**HTTP**	**1 year**
This cookie is used in context with a video player. If the visitor is interrupted while viewing video content, the cookie remembers where to start the video when the visitor reloads the video.		
ctm#.#.#.#.#	**HTTP**	**Persistent**
Unclassified		
ctm_#_gid_	**HTTP**	**Persistent**
Unclassified		
ctm_#_ttl_	**HTTP**	**Persistent**
Unclassified		
_ga	**HTTP**	**2 years**
Registers a unique ID that is used to generate statistical data on how the visitor uses the website.		
_gat	**HTTP**	**1 year**
Used by Google Analytics to throttle request rate.		
_gid	**HTTP**	**1 day**
Registers a unique ID that is used to generate statistical data on how the visitor uses the website.		
DFTT_END_USER_PREV_BOOTSTRAPPED	**HTTP**	**2 years**
Used by the website to detect whether the visitor has had any previous interaction with the live chat function on the website. This is used to optimize the chat function on the website.		
Drift.Targeting.activeSessionStartedAt	**HTTP**	**Persistent**
This cookie is used to collect information about how the visitor interacts with the live chat function on the website.		
Drift.Targeting.currentReferrer	**HTTP**	**Persistent**
Allows the website to recognize the visitor, in order to optimize the chat-box functionality.		

Drift.Targeting.referrerDomain	HTTP	Persistent
Allows the website to recoqnise the visitor, in order to optimize the chat-box functionality.		
loglevel	HTTP	Persistent
Collects data on visitor interaction with the website's video-content - This data is used to make the website's video-content more relevant towards the visitor.		
wistia	HTTP	Persistent
Used by the website to track the visitor's use of video-content - The cookie roots from Wistia, which provides video-software to websites.		
__ctm_70790	HTTP	Persistent
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		
__ctm_70790_ttl	HTTP	Persistent
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		
__ctm2_70790	HTTP	Persistent
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		
__ctm2_70790_ttl	HTTP	Persistent
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		
__ctmf_70790	HTTP	Persistent
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		
__ctmf_70790_ttl	HTTP	Persistent
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		

__ctmid	HTTP	29 days
Used by a call tracking system to tie the data from a calling visitor to his current session in Calltrackingmetrics.		
__d_hsutk	HTTP	1 day
Used to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when de-duplicating contacts.		
ct70790	HTTP	Session
This is a unique user ID set for the current visitor session by the call tracking system which matches it to current call-ins.		
wisepops	HTTP	2 years
A technical cookie set by Wisepops, a tool used to displaying pop-ups, the cookie used for storing user session identifier in web application.		
wisepops_session	HTTP	Session
A technical cookie set by Wisepops, a tool used to displaying pop-ups, the cookie used for storing user session identifier in web application.		
wisepops_visits	HTTP	2 years
A technical cookie set by Wisepops, a tool used to displaying pop-ups, the cookie used for storing user session identifier in web application.		

Category: Marketing

COOKIE NAME	TYPE	EXPIRY
__ab12#	HTTP	1 year
Unclassified		
__cfduid	HTTP	1 year
Used by the content network, Cloudflare, to identify trusted web traffic.		

__hssrc	HTTP	Session
Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customized online advertising.		
__ptq.gif	Pixel	Session
Sends data to the marketing platform Hubspot about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.		
_gcl_au	HTTP	3 months
Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.		
ads/ga-audiences	Pixel	Session
Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.		
bcookie	HTTP	2 years
Used by the social networking service, LinkedIn, for tracking the use of embedded services.		
bscookie	HTTP	2 years
Used by the social networking service, LinkedIn, for tracking the use of embedded services.		
Drift.Targeting.currentPageViewStarted	HTTP	Persistent
Necessary for the functionality of the website's chat-box function.		
Drift.Targeting.currentSessionStartedAt	HTTP	Persistent
Identifies the visitor across devices and visits, in order to optimize the chat-box function on the website.		
Drift.Targeting.firstVisit	HTTP	Persistent
Necessary for the functionality of the website's chat-box function.		

Drift.Targeting.lastVisit	HTTP	Persistent
Necessary for the functionality of the website's chat-box function.		
Drift.Targeting.numberOfSessions	HTTP	Persistent
Determines the number of visits of the specific visitor. This is used in order to make the chat-box function more relevant.		
Drift.Targeting.numberOfVisits	HTTP	Persistent
Determines the number of visits of the specific visitor. This is used in order to make the chat-box function more relevant.		
Drift.Targeting.previousPage	HTTP	Persistent
Identifies the last page visited by the visitor. This is used in order to make the chat-box function more relevant.		
embed/v3/timings.gif	Pixel	Session
Collects data on visitors' preferences and behavior on the website. This information is used to make content and advertisement more relevant to the specific visitor.		
hubspotutk	HTTP	1 year
Keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form submission and used when de-duplicating contacts.		
lang	HTTP	Session
Remembers the user's selected language version of a website.		
lidc	HTTP	1 day
Used by the social networking service, LinkedIn, for tracking the use of embedded services.		
MUID	HTTP	1 year
Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across many Microsoft domains.		

MUIDB	HTTP	1 year
Registers data on visitors from multiple visits an d on multiple websites. This information is used to measure the efficiency of advertisement on websites.		
UserMatchHistory	HTTP	29 days
Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.		
wistia_distillery_cookie	HTTP	Persistent
Used in context with video advertisement. The cookie limits the number of times a visitor is shown the same advertisement content. The cookie is also used to ensure relevance of the video-advertisement to the specific visitor.		
wistia-http2-push-disabled	HTTP	1 day
Collects data on visitor interaction with the website's video content. This data is used to make the website's video-content more relevant towards the visitor.		
sbjs_current	HTTP	179 days
Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.		
sbjs_current_add	HTTP	179 days
Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.		
sbjs_first	HTTP	179 days
Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.		

sbjs_first_add	**HTTP**	**179 days**

Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.

sbjs_migrations	**HTTP**	**179 days**

Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.

sbjs_session	**HTTP**	**179 days**

Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.

sbjs_udata	**HTTP**	**179 days**

Form.com's custom script to identify the source of a visit and store information about it in cookies. The cookies pass that information upon form submission to a CRM. It does not store any personally identifiable information, it is only used for analytical and functional purposes.

Controlling Cookies

Visitors may wish to restrict the use of cookies or completely prevent them from being set. Most browsers provide ways to control cookie behavior such as the length of time they are stored – either through built-in functionality or by utilizing third party plugins. If you disable cookies, please be aware that some of the features of our service may not function correctly.

To opt out of cookies on Form.com websites (form.com, keysurvey.com, keysurvey.co.uk, worldapp.com, keysurvey.fr, and fr.form.com), please follow the below instructions:

- If you are a first-time visitor from an EU member state, you will be prompted with the option to accept or decline cookies. Your choice will be remembered for 30 days. After 30 days, you will be prompted again.
- If you are not a first-time visitor or if you previously accepted cookies and you wish to change your selection, you must delete your browser's cookies. For more information on deleting your browser's cookies, go to https://www.aboutcookies.org/how-to-delete-cookies. After you have deleted your browser's cookies, if you enter a Form.com website again, you will be prompted to accept or reject cookies.

Notices on Online Behavioral Advertising ("OBA") and "Do Not Track" Technology

We process cookies to deliver our interest-based advertising notice and provide users the ability to accept or decline their usage. Third parties or we may place or recognize a unique cookie on your browser when you visit our websites to serve you targeted advertising (also referred to as "online behavioral advertising" or "interest-based advertising"). Our opt-out tool sends "Do Not Track" signals to companies to not use your browsing behavior to provide interest-based advertising by setting their opt-out cookie in your browser. When you accept or decline, ad network set usage session cookies to honor your preferences if you choose not to receive interest-based advertising. To opt-out of targeted advertising that is provided to third parties and us, clear your cookies on your browser. Clearing your browser's cookies removes all cookies, including the opt-out cookies set by the companies. You must re-establish your preferences by accepting or declining usage.

Our cookie only knows your current status of preferences and does not reflect the current state of cookies on your browser from other websites. To learn more about targeted advertising and

advertising networks, please visit the opt-out pages of the Network Advertising Initiative, here, and the Digital Advertising Alliance, here. To learn how to manage privacy and storage settings for Flash cookies, click here. Various browsers may also offer their management tools for removing HTML5 local storage.

To learn more about targeted advertising and advertising networks, please visit the opt-out pages of the Network Advertising Initiative here, and the Digital Advertising Alliance here. To learn how to manage privacy and storage settings for Flash cookies, click here. Various browsers may also offer their management tools for removing HTML5 local storage.