

## GoodBox Cookie Policy – February 2021

### Introduction

Cookies are bits of data which are stored in your computer or mobile device when you visit a website. They're widely used to make websites work properly, or work more effectively, as well as to provide information to the owners of the website. There are different types of cookies which are used for different reasons. Please find below an extensive list of the cookies used on this site, their type, a description of their function and the duration of time they will remain on your browser unless deleted (see how to do so below).

### How do we use cookies

We use cookies to make our website function correctly, more user friendly and for collecting information to help us understand how our site is used. We also use other types of cookies to make your experience more enjoyable, so that we can review and improve our website and so we can understand the performance of our advertising.

Our website uses Google Analytics, a web analytics service provided by Google, Inc. The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Further information about Google's privacy policy may be obtained from:

<http://www.google.com/privacy.html>

### Managing and deleting cookies

When you first visit this website, a cookie banner will appear asking you to either accept or decline the use of cookies. Choosing to decline cookies will ensure none are added to your browser, apart from one which is used to remember your preference not to be tracked. If you choose to accept, or continue to use the site, the cookies will be added.

Cookies will remain on your browser for varying durations, as detailed below, after which they will expire. Alternatively, you can choose to delete cookies from your browser at any time. To disable cookies for this website visit the cookie management page for your browser. For ease, we have included links to the cookie management page for the most popular web browsers:

- [Manage cookies in Chrome](#)
- [Manage cookies in Firefox](#)
- [Manage cookies in Safari](#)
- [Manage cookies in Internet Explorer](#)

## Details on the cookies we use

Cookie	Description	Duration	Type
__atuvc	This cookie is set by Addthis to make sure you see the updated count if you share a page and return to it before our share count cache is updated.	1 year	Functional
__atuvs	This cookie is set by Addthis to make sure you see the updated count if you share a page and return to it before our share count cache is updated.	30 minutes	Functional
_ga	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	Analytics
_gid	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 doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day	Analytics
UserMatchHistory	LinkedIn - Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	4 weeks	Other
lang	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visits the website.		Functional
lidc	This cookie is set by LinkedIn and used for routing.	1 day	Functional
__gat_UA-107294188-3	This is a pattern type cookie set by Google Analytics. It is used to limit the amount of data recorded by Google on high traffic volume websites.	1 minute	Performance

<u>_gat_gtag_UA_107294188_3</u>	Google uses this cookie to distinguish users.	1 minute	Analytics
LS_CSRF_TOKEN	null		Other
b3e783bb62	null		Other
uvc	The cookie is set by Addthis.com to determine the usage of Addthis.com service.	1 year	Analytics
IDE	Used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile.	1 year	Advertisement
lang	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.		Functional
bcookie	This cookie is set by LinkedIn. The purpose of the cookie is to enable LinkedIn functionalities on the page.	2 years	Functional
bscookie	This cookie is a browser ID cookie set by LinkedIn share buttons and ad tags.	2 years	Advertisement
lissc	null	1 year	Other
loc	This cookie is set by Addthis. This is a geolocation cookie to understand where the users sharing the information are located.	1 year	Advertisement
__fbp	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.	2 months	Advertisement

fr	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.	2 months	Advertisement
__hstc	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	Analytics
hubspotutk	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	Analytics
__hssrc	This cookie is set by HubSpot. According to their documentation, 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.		Necessary
__hssc	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	Functional
f24_personId	Stores user's ID.	10 years	Analytics
f24_autold	Analytical and measurement purpose. Stores user's ID.	10 years	Analytics