

Yoti Cookie Notice

What is a cookie?

Cookies are small text files that are placed on your computer by websites that you visit. When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. You can choose not to allow certain types of cookies. See below to find out more information about the types of cookies Yoti use and why.

Use of cookies by Yoti

Strictly Necessary cookies: These are necessary for the website to function and you cannot switch them off. They are usually to enable login, for security and to remember your privacy preferences. You can set your browser to block or alert you about these cookies, but some parts of the site will then not work. These cookies do not contain any information that can directly identify you.

Cookie	Name	Duration	Purpose
HubSpot	__cf_bm	Expires within 1 day	Used for bot protection.
HubSpot	__cfruid	Expires within 1 day	Used to manage and limit incoming traffic and to have better visibility on the origin of a particular request.
HubSpot	hs_ab_test	Expires within 1 day	Used only on info.yoti.com to consistently serve visitors the same version of an A/B test page they've seen before. It contains the ID of the A/B test page and the ID of the variation that was chosen for the visitor.
IAB consent cookie	eupubconsent	Expires after 365 days	Used by the IAB Europe Transparency & Consent Framework to store the user's consent to the data collection purposes. The cookie holds an encrypted consent string that vendors participating in the framework can read and determine the user's consent.
OneTrust cookie preferences	*OptanonAlertBoxClosed **OptanonConsent	Expire after 365 days	*Optanon AlertBox Closed - Used to store the consent preferences users have given for cookie categories. This enables us to prevent cookies in each category from being set in the user's browser when consent is not given. It contains no information that can identify the site visitor. **OptanonConsent - Used to store the consent

			preferences users have given for cookie categories. This enables us to prevent cookies in each category from being set in the user's browser when consent is not given. It contains no information that can directly identify the site visitor.
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Performance cookies: These allow us to count visits and actions so we can measure and improve the performance of our website. They help us to know which pages are the most popular and tell us which ad brought you here. These cookies don't usually contain any information that could identify you but if you submit your details to us via a web form on yoti.com or info.yoti.com, your user behaviour gets attached to your contact record along with your personal data. If you turn these off, we will not have any information to understand how our website is being used.

Cookie	Names	Duration	Purpose
HubSpot	__hssc	Expires after a few seconds	Used to keep track of sessions 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.
HubSpot	__hssrc	Expires within 1 day	Used 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.
HubSpot	__hstc	Expires after 390 days	Used for tracking website visitors. It contains the domain, user token (utk), initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).
Google Analytics	_ga	Expires after 730 days	Used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.
Google Analytics	_ga_5HEQJZK7W0	Expires after 729 days	Used to distinguish unique users by assigning a randomly generated number as a client identifier. It helps collect information such as the number of visitors, traffic sources, and user engagement metrics.

Google Analytics	_gat _gat_UA- nnnnnnn-nn	Expire within 1 day	Used to limit the frequency of requests made to servers. It is used to throttle the collection of data on high-traffic websites. The cookie does not directly identify anyone.
Google Analytics	_gid	Expires after 1 day	Used to distinguish unique users by assigning a randomly generated number as a client identifier. It helps collect anonymous information such as the number of visitors, traffic sources, and user engagement metrics.
Google Conversion	_gclxxx	Expires after 90 days	Used to count visits and traffic sources, so we can measure and improve the performance of our site.
New Relic	JSESSIONID	Expires within 1 day	Used for monitoring the performance of web and mobile applications.

Functional cookies: These allow the website to provide more functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages. If you turn them off, then some or all of these services may not work properly.

Cookie	Names	Duration	Purpose
HubSpot	hubspotutk	Expires within 390 days	Used for website analytics and to keep 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.
Vimeo	__cf_bm	Expires within 1 day	Used for bot protection.
Vimeo	vuid	Expires after 730 days	Used to collect information about the user's interactions with Vimeo videos, such as the number of views, duration, and user preferences. It helps track and analyse video usage statistics, optimise video playback, and provide relevant recommendations to users.

Targeting/Advertising cookies: These are provided by our advertising partners. We use their cookies and site visit pixels for remarketing and to measure and improve the effectiveness of our marketing campaigns. This means that those partners (Google, Facebook, LinkedIn and Instagram) can show

our ads to people who have recently visited our websites. Our aim is to retarget businesses who are interested in Yoti solutions, not individuals browsing the site, but we are not able to distinguish between them.

Cookie	Names	Duration	Purpose
HubSpot	__cf_bm	Expires within 1 day	Used for bot protection.
Facebook	_fbp	Expires after 89 days	Used to track and optimise advertising campaigns, and deliver personalised advertisements to users based on their browsing behaviour and interests. The cookie helps measure the effectiveness of Facebook ads.
Facebook	fr	Expires after one day	Used to track and deliver personalised advertising to users. The cookie collects information about the user's browsing behaviour and interests, allowing Facebook to show targeted ads based on those preferences.
Google	_GRECAPTCHA	Expires after 180 days	Used by Google reCAPTCHA to verify if a user is a human or a bot when submitting forms on a website. The cookie collects anonymous information.
LinkedIn	AnalyticsSync History	Expires after 30 days	Used to store information about the time a sync took place with the lms_analytics cookie.
LinkedIn	bcookie	Expires after 731 days	Used to track and identify unique users to prevent unauthorised access to LinkedIn accounts. The cookie collects anonymous information and helps LinkedIn maintain a secure environment for its users.
LinkedIn	bscookie	Expires after 731 days	Used to remember that a logged in user has been verified by two factor authentication and has previously logged in.
LinkedIn	li_sugr	Expires after 89 days	Used to make a probabilistic match of a user's identity outside the EU, EEA and Switzerland.
LinkedIn	lidc	Expires after 1 day	Used to track the routing of user requests and optimise server performance to ensure that requests from different users are directed to the correct LinkedIn server. The cookie collects anonymous information, such as IP address and device information.

Linkedin	UserMatchHistory	Expires after 30 days	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
Linkedin	In_or	Expires within 1 day	Used to register statistical data on users' behaviour on the website. Used for internal analytics.
Double Click	IDE	Expires after 389 days	Used to help show Google ads on non-Google sites.
Double Click	test_cookie	Expires after a few seconds	Used to support real time bidding advertising exchange.
Youtube	YSC	Expires within 1 day	Used to collect user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.
Youtube	VISITOR_INFO_1_LIVE	Expires after 365 days	Used to remember user preferences on their platform and to detect and resolve problems with the service.

Google Analytics Cookies

Read Google's overview of privacy and safeguarding data.

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

How do I change my cookie settings?

You can change your cookie preferences on our website at any time by clicking on the 'Cookie Settings' link located in the website footer. You can then adjust the available sliders to 'On' or 'Off', then clicking 'Confirm my choices'. You may need to refresh your page for your settings to take effect.

Alternatively, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

Revision history

Version	Reason for change	Date
1.0	Launch	July 2023