

# COOKIE NOTICE



*Our website uses technology to collect information that helps us improve your online experience. This means that when you visit our website ([www.meiro.io](http://www.meiro.io)), cookies may be placed on your computer or other device which you use for browsing.*

*Please see below the detailed Cookie Notice which explains the types of cookies we use on our website and the way how you can control them. We may change this Cookie Notice from time to time, any changes will become effective when available on or through our website.*

*The Cookie Notice represents the part of our [Privacy Policy](#). Any personal information that we collect via cookies shall be obtained on the basis of transparent notice to you and through your consent. Therefore, we provide you with the opportunity to opt out where technically possible.*

*We hope that this Cookie Notice helps you understand our use of cookies. If you have any further questions, please contact us at [privacy@meiro.io](mailto:privacy@meiro.io).*

## **What are cookies?**

Cookies are small text files that are sent from a website and stored on your computer or other device by your web browser when you visit a site. They cannot transfer viruses or malware to your device. Without cookies many modern websites simply will not work as intended.

## **How do we use cookies?**

We use cookies to recognize you when you are visiting our website and keep track of your visits and activity on the site. This helps us make your visit easier and improve the website.

The cookies we use cannot personally identify you.

## **What types of cookies do we use?**

We use session cookies and persistent cookies on our website:

- **Session cookies** are temporary cookies, they exist only during the time you actively navigate the website. The session cookie disappears after you leave the site. These cookies are required just for website functionality, they do not track your activity once the browser window is closed.
- **Persistent cookies** stay on your computer or other device which you use for browsing after you have visited the website and closed the browser window. These cookies may be used to create long-term records or multiple visits to the website. Persistent cookies are used by analytics programs.

There are also first-party cookies and third-party cookies:

- **First-party cookies** are placed on your computer or other device which you use for browsing directly by us. We may use first-party cookies to adapt our website to your browser's preferences and to better understand your use of our website.
- **Third-party cookies** are placed on your computer or other device which you use for browsing by our partners and service providers who serve content or provide advertising or analytics services on our website. For instance, we may use third-party cookies to measure visitors number on our website or to enable you to share content with others across social media platforms. For more details about third-party cookies please see below ('Analytics' and 'Social media').

The cookies we use also vary in purpose:

- **Strictly necessary cookies** are essential for our website, allow you to move around the site and use the features.
- **Functionality cookies** allow our websites to remember the choices you make and your preferences and personalize your experience on our websites.
- **Performance cookies** are analytics and research cookies that allow us to collect information about how you use a website, e.g. which pages you visit and if you experience any errors. This helps us to improve the way the website works.
- **Targeting cookies** are 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 ads on other sites. They work by uniquely identifying your browser and device, may track your online activity and are generally persistent in nature. We have no direct control over the information that is collected by these cookies.

Examples of the cookies set on our website with their description are listed at the bottom of this page. For the information on the choices you have about the cookies we use please see below ('Cookies settings').

Our website may also contain other tracking technologies such as web beacons, tags, scripts or pixels. These are typically small transparent images or other instruments which we may use for similar purposes as cookies. They may be used in conjunction with cookies but they are usually not stored on your devices in the same way. That means that if you disable cookies, web beacons for example may still load in a restricted way.

## Cookie settings

You have the right to choose whether or not to accept cookies and the right to restrict them.

When you visit our website for the first time, a cookie consent banner pops up in the bottom of the page you open. You can accept cookies by clicking the "Accept" button in the cookie consent banner. Our cookies are placed on your computer or other device which you use for browsing only after you accept them. For more information before accepting the cookies, you can choose to click the button "Read more". We will display the consent banner to you periodically, just in case you change your mind.

You can also manage our strictly necessary cookies in the website cookies settings by following the relevant link on the cookie consent banner.

Most web browsers provide settings that allow you to control or reject cookies. If you accept our cookies and then decide to withdraw your consent, you can always change the cookie settings of your browser in order to remove our cookies from your device and block cookies from our website.

The procedure for managing cookies and changing settings differs slightly for each browser. You can check the specific steps in your browser menu.

You may also opt out of our use of information obtained from the cookies by visiting this link [Revoke consents](#) (the opt-out will be processed immediately with no confirmation step). When you opt out, we replace the value for that cookie with an opt-out value. If you have opted out by accident, or wish to opt back in, you may do so by visiting this link [Change cookie settings](#). Please note that if you use a different device or browser or clear your cookies, then you will need to repeat the process.

Please note that after the changes you make to your cookie settings you may not be able to use the full functionality of our website

## Analytics

We may use third-party service providers for monitoring and analysis. Currently we use Google Analytics, a web analytics service offered by Google and using cookies to track and report website traffic.

Google Analytics places its own cookies on your device to collect data about the number of visitors to the website, number of visits, length of time spent on the site, page clicked on, geographic location of visitors, type of device, operation system and browser used, and other.

To see the comprehensive list of cookies used by Google Analytics you may check [here](#).

Google Analytics helps us to measure and analyze the information collected, so we can apply the knowledge acquired to make our site more useful and convenient for you. Google Analytics does not enable us to identify individuals but provides aggregated statistics.

Data collected by Google Analytics is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. We have no direct control over the information that is collected by these cookies.

You can opt-out of having made your activity on our website available to Google Analytics by installing the [Google Analytics opt-out browser add-on](#). The add-on prevents Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visitors activity.

For more information on the privacy practices of Google, please visit the [Google Privacy & Terms web page](#).

## Social media

We use plug-ins that allow you to share our website content on social media ([Facebook](#), [LinkedIn](#), [Twitter](#)). They put their own cookies on your device. We have no direct control over the information that is collected by these cookies.

Depending on your social media account settings, we automatically receive information from the social media platform when you use the corresponding button on our website.

For more details about social media cookies, we suggest you to check your social media platform's cookie policy and privacy policy.

## THE LIST OF COOKIES WE USE

COOKIE NAME	COOKIE TYPE	LIFE SPAN	DESCRIPTION
<b>First-party cookies</b>			
<b>Meiro Events</b>			
meiro_user_id	Performance	2 years	Used by Meiro Events as unique visitor identifier. This first party cookie is used to monitor requests rate toward their servers and to distinguish users when collecting information about page visits.
ppwp_wp_session		30 min	
twk_idm_key		session	
<b>Google</b>			
_gid	Performance	1 day	These first party Google Universal Analytics cookies are used to monitor requests rate toward their servers and to distinguish users when collecting information about page visits.
_ga	Performance	2 years	
_gat	Performance	10 minutes	
_gat_UA-XXXXXXXX-X	Performance	1 minute	Google Analytics cookie to throttle the request rate.
_gcl_au	Performance	3 months	To store and track conversions

COOKIE NAME	COOKIE TYPE	LIFE SPAN	DESCRIPTION
<b>Facebook Pixel</b>			
_fbp	Targeting	3 months	Used by Facebook for advertising.
<b>Tawk</b>			
TawkConnectionTime	Functionality	Session	Cookie set by the live-chat support platform Tawk.to
__tawkuuid	Functionality	6 months	User id cookie set by the live-chat support.
<b>Cloudflare</b>			
__cfduid	Strictly necessary	30 days	Used by the content network, Cloudflare, to identify trusted web traffic.
<b>Hotjar</b>			
_hjAbsoluteSessionInProgress	Performance	30 minutes	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.
_hjFirstSeen	Performance	Session	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.
_hjTLDTest	Performance	Session	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.
_hjid	Performance	365 days	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
_hjIncludedInPageviewSample	Performance	30 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.
<b>Others</b>			
cookieLawInfo-checkbox-non-necessary	Functionality	1 year	Used for cookies acceptance.
cookieLawInfo-checkbox-necessary	Functionality	1 year	Used for cookies acceptance.
<b>Real Cookie Banner</b>			
real_cookie_banner*	Strictly necessary	365 day(s)	
PHPSESSID	Strictly necessary	Session	
<b>Microsoft Bing Ads</b>			
_uetclid	Targeting	1 day	Microsoft Bing Ads Universal Event Tracking (UET) tracking cookie.
_uetvid	Targeting	17 days	Utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.

COOKIE NAME	COOKIE TYPE	LIFE SPAN	DESCRIPTION
<b>Third-party cookies</b>			
<b>Double Click → Google Ads Conversion Tracking</b>			
IDE	Targeting	1 year	Used by Google DoubleClick to target publicity according to contents that are relevant for a user, improve performance reports of the campaign and avoid showing advertisements that the user has already seen.
<b>Google Ads Conversion Tracking</b>			
NID	Targeting	6 months	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.
1P_JAR	Targeting	30 days	
<b>Google</b>			
DV	Targeting	6 hours	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.
_GRECAPTCHA	Functionality	1 year	Google recaptcha cookie.
<b>Facebook Pixel</b>			
fr	Targeting	3 months	Used for advertising and contains the encrypted Facebook user ID and the browser ID.
<b>Facebook</b>			
DPR	Targeting	7 days	Saves the information about log-on Facebook user for the purpose of the advertisement recommendation and updating the content.
PREF	Targeting	1337 days	
<b>Microsoft Bing Ads</b>			
MUID	Targeting	1 year	Microsoft User Identifier tracking cookie.
<b>LinkedIn</b>			
AnalyticsSyncHistory	Targeting	30 days	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries.
UserMatchHistory	Targeting	30 days	Synchronization of ID for LinkedIn ads.
bcookie	Targeting	2 years	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform.
lang	Targeting	Session	Used to remember a user's language setting.
li_sugr	Targeting	90 days	Used to make a probabilistic match of a user's identity outside the Designated Countries.
lidc	Targeting	24 hours	To optimize data center selection.
<b>Tawk</b>			
ss	Functionality	Session	Tawk live chat service.
tawkUUID	Functionality	1 year	
<b>Others, Google Ads Conversion Tracking</b>			
CONSENT	Functionality → Targeting	20 years	Facilitates embedded YouTube videos.

M-LOGIN	COOKIE TYPE	LIFE SPAN	DESCRIPTION
<b>Twitter</b>			
twid		1 year	
auth_token		5 years	
_ga		1 year	
kdt		6 months	
mbox		6 months	
des_opt_in		6 months	
des_opt_in		6 months	
guest_id, guest_id_ads, guest_id_marketing		6 months	
personalisation_id		6 months	
eu_cn		6 months	
<b>Quora</b>			
m-ans_frontend_early_ver- sion		1 year	
m-theme		1 year	
m-uid		1 year	
m-login		1 year	
m-dynamicFontSize		6 months	
m-s		1,5 year	
m-b_strict		1,5 year	
m-b_lax		1,5 year	
m-lat		6 months	
m-sa		6 months	
m-b		1,5 year	
CLID		30 min	