Cookies policy

What are cookies?

To make accurity.ai and its subdomains work properly, we sometimes need to place small data files called cookies on your device. A cookie is a small text file that a website saves on your computer or mobile device when you visit the site, respond to surveys, or participate in polls. It enables our website to remember your actions and preferences (such as login, language, font size, and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

Use of cookies on our website

We use cookies, and other online identification technologies such as web beacons, or pixels to analyze traffic patterns and provide you with a better user experience by improving content and making the site easier to use.

We have the following categories for cookies:

- **Necessary cookies**
  - These cookies are essential to enable you to move around the website and use its features. Without these cookies, some core site functionality will not work properly.
- **Preference cookies**
  - These 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 cookies**
  - These cookies help us to understand how visitors interact with the website by collecting and reporting information anonymously.
- **Marketing cookies**
  - These cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

We sometimes use persistent cookies as well as "session-based" cookies. A 'session-based' cookie is allocated only for the duration of your visit to our website and automatically expires when you close your browser. A 'persistent' cookie will remain for a period set for that cookie.

First-party cookies originate from the same domain as the website you are currently visiting. Information about the cookies used on our website can be found below.

Third-party cookies originate from a domain that is different to the website being visited. We do not control how they use their cookies, so we suggest you check their website to see how they're using them and how you can manage them.

Cookies on our website

Cookie name	Description	Type	Duration
_ga	Google Analytics cookie used to distinguish users.	First party	2 years
_gid	Google Analytics cookie used to distinguish users.	First & Third party	24 hours
_gat	Google Analytics cookie used to throttle request rate.	First party	1 minute
_dc_gtm_ <property-id>	Google Analytics cookie used to throttle request rate deployed via Google Tag Manager.	First party	1 minute
NID	Google cookie used to remember user's preferences.	Third party	6 months
_gaexp	The cookie is used to determine a user's inclusion in Google Optimize experiment.	First party	90 days
_lfa	Leadfeeder cookie used to store and track audience reach.	First party	2 years
bcookie	LinkedIn cookies used to store browser details.	Third party	2 years
fcookie	LinkedIn cookie used to determine if a user is a person and not a bot.	Third party	7 days
fid	LinkedIn cookie used to track malicious activity on the site.	Third party	7 days
JSESSIONID	LinkedIn cookie used for CSRF protection.	Third party	Session
lang	LinkedIn cookies used to remember a user's language setting.	Third party	Session
li_gc	LinkedIn cookies used to store consent of guests regarding the use of cookies for non-essential purposes.	Third party	2 years
lidc	LinkedIn cookies used to optimize data center selection.	Third party	24 hours
ssupp.visits ssupp.vid	Cookies used by SmartSupp, the live chat functionality on our website.	First party	6 months
SL_C_[ID]_Key SL_C_[ID]_SIV SL_C_[ID]_VID	Smartook cookies used to measure user behavior on our website.	First party	1 year
_clck	The cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing.	First party	1 year
_clsk	The cookie is installed by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording.	First party	24 hours

_cfduid	CloudFlare cookies used to identify trusted web traffic.	First party	30 days
acc_banner	Remembers if the visitor closed the cookie policy banner.	First party	1 year
utm_source	Remembers the site that redirected the visitor to accurity.ai for the first time.	First party	Session
utm_campaign	Remembers the campaign through which the visitor was redirected to accurity.ai.	First party	Session
utm_term	Remembers the terms the visitor was searching for before being redirected to accurity.ai.	First party	Session
external_referrer	Remembers the website from which the visitor arrived at accurity.ai for the first time.	First party	Session

Use of third-party analytics

We use Google Analytics; a web analytics service provided by Google, Inc.

This tool uses cookies to help us analyze how visitors use our sites. The information generated by the cookie about your use of the website includes your IP address and will be transmitted to and stored by Google, on its servers.

Google will use this information for the purpose of evaluating your use of the website, creating reports on website activity, and providing other services relating to Internet usage. Google may also pass this information on to third parties when required to do so by law, or when such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

In addition to data collected through standard Google Analytics implementation, Google also collects data via Google advertising cookies and identifiers, such data may be accessed and/or deleted via My Activity.

By using this website, you consent to the processing of data about your visit by Google in the manner and for the purposes set out above.

We use Smartlook; a web analytics tool provided by Smartlook.com, s.r.o.

Smartlook is a behavior analytics and user feedback service that helps us to understand the behavior of our website users and get their feedback.

It is an industry-leading and easy-to-use service that analyzes user behavior to help us understand what is happening on our site, what our users care about, and what they have to say.

Controlling your cookies

You can control cookies in your browser, to enable or disable them. If you wish to restrict or block the cookies which are set by any website – including accurity.ai and its subdomains you should do this through the web browser settings for each web browser you use, on each device you use to access the internet.

If you choose not to enable cookies, you will still be able to browse our website, but it will restrict some of the functionality of our website or what you can do.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

Privacy policy

You may find further information about processing of personal data in our Privacy policy.