

01. Who are we and what is this policy about?

Cyferd Inc. (“we”, “our”, “us”, or “Cyferd”). This policy (this “**Cookie Policy**”) explains what cookies are and how we use them, the types of cookies we use i.e, the information we collect using cookies and how that information is used, and how to control the cookie preferences. For further information on how we use, store, and keep your personal data secure, see our [Privacy Policy](#).

You can at any time change or withdraw your consent from the Cookie Declaration on our website. Learn more about who we are, how you can contact us, and how we process personal data in our [Privacy Policy](#).

Your consent applies to the following domains: cyferd.com

Your current state: No consent given. [Manage your consent](#).

02. What are cookies?

Cookies are small text files that are used to store small pieces of information. They are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make it more secure, provide a better user experience, and understand how the website performs, and analyse what works and where it needs improvement.

There are two types of cookies:

- **Session cookies** – These are temporary cookie files, which are erased when you close your browser. When you restart your browser and go back to the site that created the cookie, the website will not recognize you. You will have to log back in (if login is required) or select your preferences/themes again if the site uses these features. A new session cookie will be generated, which will store your browsing information and will be active until you leave the site and close your browser (more on [session cookies](#)).
- **Persistent cookies** – These files stay in one of your browser’s subfolders until you delete them manually or your browser deletes them based on the duration period contained within the persistent cookie’s file (more on [persistent cookies](#)).

03. How do we use cookies?

Like most of the online services, our website uses first-party and third-party cookies for several purposes. First-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data. The third-party cookies used on our website are mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

04. What types of cookies do we use?

Cyferd uses both session based and persistent based cookies. Session based cookies exist only during your web session and expire when you close your internet browser. Persistent based cookies are files that stay in one of your browser’s subfolders until you delete them manually or your browser deletes them based on the duration period contained within the persistent cookie’s file.

- **Advertisement**

Advertisement cookies are used to provide visitors with relevant ads and marketing campaigns. These cookies track visitors across websites and collect information to provide customized ads.

- **Analytics**
Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics the number of visitors, bounce rate, traffic source, etc.
- **Functional**
Functional cookies help to perform certain functionalities like sharing the content of the website on social media platforms, collect feedbacks, and other third-party features.
- **Necessary**
Necessary cookies are absolutely essential for the website to function properly. These cookies ensure basic functionalities and security features of the website, anonymously.
- **Other**
Other uncategorized cookies are those that are being analysed and have not been classified into a category as yet.

The below list details the cookies used in our website.

COOKIE	DESCRIPTION
_fbp	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.
_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
_ga_RSNNL29DVTP	This cookie is installed by Google Analytics.
AnalyticsSyncHistory	No description
bcookie	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.
bscookie	LinkedIn sets this cookie to store performed actions on the website.
cookieLawInfo-checkbox-advertisement	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Advertisement" category .
cookieLawInfo-checkbox-analytics	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Analytics".
cookieLawInfo-checkbox-functional	The cookie is set by GDPR cookie consent to record the user consent for the cookies in the category "Functional".

COOKIE	DESCRIPTION
cookielawinfo-checkbox-necessary	This cookie is set by GDPR Cookie Consent plugin. The cookies is used to store the user consent for the cookies in the category "Necessary".
cookielawinfo-checkbox-others	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Other".
cookielawinfo-checkbox-performance	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Performance".
CookieLawInfoConsent	Records the default button state of the corresponding category & the status of CCPA. It works only in coordination with the primary cookie.
elementor	This cookie is used by the website's WordPress theme. It allows the website owner to implement or change the website's content in real-time.
fr	Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.
lang	LinkedIn sets this cookie to remember a user's language setting.
li_gc	No description
lidc	LinkedIn sets the lidc cookie to facilitate data center selection.
lpv955343	No description
pardot	The pardot cookie is set while the visitor is logged in as a Pardot user. The cookie indicates an active session and is not used for tracking.
site_identity	No description available.
sliguid	No description available.
slireg	No description available.
slirequested	No description available.
UserMatchHistory	LinkedIn sets this cookie for LinkedIn Ads ID syncing.

COOKIE	DESCRIPTION
viewed_cookie_policy	The cookie is set by the GDPR Cookie Consent plugin and is used to store whether or not user has consented to the use of cookies. It does not store any personal data.
visitor_id955343	No description
visitor_id955343-hash	No description

05. How can I control the cookie preferences?

Should you decide to change your preferences later through your browsing session, you can click on the "Privacy & Cookie Policy" tab on your screen. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. To find out more about how to manage and delete cookies, visit www.wikipedia.org, www.allaboutcookies.org.

06. Contacting Cyferd about this Cookie Policy

If you have any questions or comments about this Cookie Policy, if you are accessing this website from outside of the UK and/or EU, please do not hesitate to contact us (at the details provided below) for more information about how we can help you.

Cyferd Inc.

Attn: The Data Protection Officer

Email: info@cyferd.com

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