

## Keap Cookie Notice

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Effective Date: September 19, 2022

### Introduction and Scope

This Cookie Notice (the “Notice”) is designed to assist you in understanding how and why Infusion Software, Inc. d/b/a Keap (“Keap”, “we”, “us”, “our”) uses cookies and other automatic mechanisms and similar tracking technologies (“Cookies”) to collect personal data on our website <https://keap.com> (the “Website”) and within our hosted sales and marketing software applications (the “Apps”). We use Cookies to allow our Website and Apps to operate, to increase functionality and efficiency, to analyze how you use our Website and Apps in order to improve them, and to tailor the content and information that we display to you (including targeted advertisements).

To the extent that information collected by the Cookies constitutes personal data (on its own or if combined with other information), our [Privacy Policy](#) shall apply to the processing of such personal data, as defined in the Privacy Policy.

### Cookies and Other Tracking Technologies

A “cookie” is a small text file stored on your device that contains information about your device. Our Website may also employ a software technology called clear GIFs (a.k.a. web beacons). Clear GIFs are tiny graphics with a unique identifier and similar in function to Cookies and are used to track the online movements of Website users. We may also use local shared objects (a.k.a. “flash cookies”), pixels, or other similar technologies, such as tags, javascripts as well as smart forms and logging services.

The data collected may include how you navigate around a web page and the most commonly clicked links on a specific web page. Certain technical information, such as your browser version, operating system, IP address, unique identifiers, and electronic network activity information and other information about the online movements of your activities on our Website and other websites are also collected.

Cookies may be used for a number of purposes, including to: access your account information when logging into our Website, provide customized content, keep track of preferences you specify while you are using the Website, to estimate and report total audience size (unique users) and traffic for our Website. The data collected may also be used to conduct research and help better manage content on our Website by informing us what content is effective, to help us administer our Sites and improve their quality, and to either display advertising on our Sites or to manage our advertising on other websites. You can find additional information about specific Cookies used on our site below.

### Browser Configuration & Preferences

You can alter the configuration of your browser to reject certain types of Cookies. Note, if you reject certain Cookies, you may not be able to access and use all of the features on our Website. For more information, please visit <https://www.aboutcookies.org/> and <https://allaboutdnt.com/>. Your internet browser may include the ability to send “Do Not track” signals, but please note that due to a lack of uniformity in that technology, our Website does not have the capability to respond to “Do Not Track” signals.

You may also be able to change your cookie preferences using the functionality built into our Site. You may also control your online behavioral advertising preferences and opt out from having your data processed by certain marketing companies by visiting <http://www.youronlinechoices.com/>, <http://optout.aboutads.info/> and <https://www.networkadvertising.org/choices/>. Please note that managing these preferences will not turn off internet advertisements in general. You will receive the same amount of advertisements, but it will be less reflective of your interests, as based on your web browsing habits. The opt-out preferences that you set may be nullified if you delete your Cookies, and

even if you opt out, you can still receive communications you have signed up to receive from us unless you directly unsubscribe on our Site.

**Types of Cookies**

We use both session and persistent Cookies. Session Cookies are deleted when you close your browser. Persistent Cookies may be retained after you close your browser but have an expiration date.

Some of the Cookies placed on your device through our Website are first-party Cookies, because they are placed directly by us. Other parties, such as Google, may also set their own (third-party) Cookies through our Website as described in this Notice. Please refer to the privacy policies of these third parties to learn more about the way in which they collect and process information about you, including without limitation:

- <https://www.capterra.com/legal/privacy-policy>
- <https://www.drift.com/privacy-policy/>
- <https://www.facebook.com/policy.php>
- <https://www.fullstory.com/legal/privacy/>
- <https://www.fullstory.com/optout/>
- <https://policies.google.com/privacy?hl=en-US>
- <https://policies.google.com/technologies/ads>
- <https://help.twitter.com/en/rules-and-policies/twitter-cookies>
- <https://www.cloudflare.com/cookie-policy/>
- <https://tealium.com/privacy/>

**How We Use Cookies on our Website**

**Strictly Necessary Cookies**

Strictly Necessary Cookies are necessary for the Website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you that amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You may be able to set your browser to block or alert you about these Cookies, but as a result of blocking such Cookies, some parts of our Website will not work.

Name	Provider	Purpose	Duration
__cfduid	Keap (first-party Cookie)	Used by Cloudflare (a web security company) to identify individual clients behind a shared IP address and apply security settings on a per-client basis.	1 year
cf_chl_prog cf_chl_cc_XXXXXXXXXXXX cf_chl_seq_XXXXXXXXXXXX cf_chl_2	Keap (first-party Cookie)	Used by Cloudflare (a web security company) for the execution of Javascript or Captcha challenges used to speed up page load times. They are not used for tracking or beyond the scope of the challenge. They can be deleted if seen.  If interested to learn more, Cloudflare provides further detail about some of their Cookies on the Cloudflare website here: <a href="#">Understanding the Cloudflare Cookies.</a>	

__cf_bm	Keap (first-party Cookie)	Used by Cloudflare (a web security company) to help manage incoming traffic that matches criteria associated with bots.  If interested to learn more, Cloudflare provides further detail about some of their Cookies on the Cloudflare website here: <a href="#">Understanding the Cloudflare Cookies.</a>	
XSRF-TOKEN	Keap (first-party Cookie)	Ensures your browsing security by preventing cross-site request forgery. This cookie is essential for your security and the security of the Website.	1 day
_first_pageview	Keap (first-party Cookie)	Set on the first page view of any visit. Its purpose is to ensure that certain parts of the code only fire on the first page view, making it faster and more efficient.	10 minutes
_forum_session	Keap (first-party Cookie)	Used for the identification of a user on our website and services.	Session
KOESSID	Keap (first-party Cookie)	Necessary for the operation of our website and applications and to maintain the security and availability.	Session
CONSENTMGR	Tealium iQ (third-party Cookie)	Tealium iQ is our tag manager. It helps us pass data among the different cookies and tags we use on our Website. This Cookie is used to keep track of your consent to the different cookies on our Website.	3 months
SESSION	Keap (first-party Cookie)	This Cookie identifies a session instance for a user.	1 day
laravel_session	Keap (first-party Cookie)	This Cookie identifies a session instance for a user.	1 day
utag_main	Tealium iQ (third-party Cookie)	Tealium iQ is our tag manager. It helps us pass data between the different cookies and tags we use on our Website. It also assists with cookie consent management. This Cookie gathers information to help facilitate Tealium iQ's services, including determining if you are in an EU country or not.	1 year
[Online form]	Marketo Forms 2.0 (third-party Cookie)	Marketo loads and renders many of the forms that you may fill out on our Website.	n/a
JSESSIONID	New Relic APM (third-party Cookie)	New Relic APM is a software analytics service used to monitor web server performance and usage. This cookie is used to store a session identifier so	Session

		that New Relic can monitor session counts for an application.	
NREUM	New Relic APM (third-party Cookie)	New Relic APM is a software analytics service used to monitor web server performance and usage. This Cookie is used to help in analyzing navigation timing.	Session
app-lb	Keap (first-party Cookie)	Collects data on the user's visit to the website, such as which pages have been read.	Session
GCLB	Keap (first-party Cookie)	This cookie is used in the context of load balancing. The cookie optimizes the response rate between the visitor and the site, by distributing the traffic load on multiple network links or servers.	1 day
wordpress_test_cookie	Keap (first-party Cookie)	Used on websites built with Wordpress. The cookie tests whether or not the browser has cookies enabled.	Session
TGC	Keap (first-party Cookie)	Ticket Granting Cookie used to extract the information related to the user and creates a ticket.	Session
userUUID	Keap (first-party Cookie)	Collects data on the user's visit to the website, such as which pages have been read.	Session
NewDomainSessionCached	Keap (first-party Cookie)	Collects data on the user's visit to the website, such as which pages have been read.	Session
PHPSESSID	Keap (first-party Cookie)	This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, for example it is maintaining a logged-in status for a user between pages.	Session
Intercom-session-[app_id]	Keap (first-party Cookie provided by Intercom)	Keeping track of sessions. Identifier for each unique browser session. This session cookie is refreshed on each successful logged-in ping, extending it to 1 week from that moment. The users can access their conversations and have data communicated on logged out pages for 1 week, as long as the session isn't intentionally terminated, which usually happens on logout.	1 week
NRAGENT	New Relic APM (third-party Cookie)	New Relic APM is a software analytics service used to monitor web server performance and usage. This Cookie is used to help collect end user metrics.	Session
[Logging Service]	Papertrail (third-party Cookie)	Papertrail is log management service that used for logging server activity and usage, as well as for monitoring server and "page not found" errors on Keap.com.	n/a

cjConsent	Keap (first-party Cookie)	This Cookie is used to keep track of your consent to the different cookies on our Website.	Session
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**Performance Cookies**

(The *Analytics* sub-category in our Consent Management tool)

Performance Cookies allow us, among other things, to count Website visits and traffic sources so we can measure and improve the performance of our Website. They help us to know which pages are the most and least popular and see how visitors move around the Website. Without these Cookies, we would not know when you have visited our Website and will not be able to monitor its performance.

Name	Provider	Purpose	Duration
Various “Amplitude...” Cookies _tldtest_XXXXXXXXXXXXXX _tld_test_ amplitude_testinfusionsoft.com amplitude_cookie_test amplitude_testkeap.app amplitude_testkeap.com amp_3d067c amplitude_testkeap.com amp_cookie_test	Keap.com (first-party Cookie provided by Amplitude)	Provides analytics about how you use our Website and App, for example, which pages you view and how you interact with the Website and App.	Persistent
fs_uid	FullStory (first-party Cookie provided by FullStory)	FullStory is an analytics service – this Cookie allows us to identify you across multiple sessions so we can better understand how you interact with the site.	Persistent
_ga	Keap (first-party Cookie provided by Google Analytics)	Used to distinguish users.	2 years
_gid	Keap (first-party Cookie provided by Google Analytics)	Used to distinguish users.	1 day
_gat _gat_gtag_XXXXXXXXXXXXXXXXXXXXXXXXXXXX _gat_gtag_x	Keap (first-party Cookie provided by Google Analytics)	Used to throttle request rate.	1 day
collect	Google Analytics (third-party Cookie)	Sends data to Google Analytics about your device and how you interact with our Website. It works across devices and marketing channels.	Session

AMP_TOKEN	Google Analytics (third-party Cookie)	Used by Google Analytics to help retrieve Client ID information, as well as opt-outs or error tracking.	Persistent
[Logging service]	Sentry (third-party Cookie)	Sentry is an error logging service used on our Website to monitor, log, and notify us if critical errors occur.	n/a
TAPID	Tealium Audience Stream (third-party Cookie)	Tealium AudienceStream is a customer data platform used to exchange data between platforms and services. This cookie is used for tracking visitors between domains.  **Note: due to platform configuration, to disable this cookie you must Decline all cookies using our cookie consent banner.	1 year
v_id	Tealium Audience Stream (third-party Cookie)	Tealium AudienceStream is a customer data platform used to exchange data between platforms and services. This cookie is used to uniquely and anonymously identify the source of a request on our web page.  **Note: due to platform configuration, to disable this Cookie you must Decline all cookies using our cookie consent banner.	1 year
k_ls	Keap (first-party Cookie)	Collects data about the source that brought you to our Website.	999 days
k_lrls	Keap (first-party Cookie)	Collects data about the source that brought you to our Website.	999 days
k_utm	Keap (first-party Cookie)	Collects data about the source that brought you to our Website.	999 days
k_gclid	Keap (first-party Cookie)	Collects data about the source that brought you to our Website.	999 days
k_ref	Keap (first-party Cookie)	Collects data about the source that brought you to our Website.	999 days
_jsuid	Clicky (third-party Cookie)	This cookie is set by the Clicky web analytics service from Roxr Software. The cookie contains a random unique user identifier that is generated the first time someone visits our website using the Clicky software. Its purpose is to identify new and unique visitors.	Persistent
fs_intercom	Keap (first-party Cookie provided by	FullStory session tracking used to improve service and customize content.	1 week

	FullStory and Intercom)		
_gclxxx	Google Analytics (third-party Cookie)	This is the Google conversion tracking cookie. It allows us to count visits and traffic sources, so we can measure and improve the performance of our site.	90 days
google_cid_cookie	Google Analytics (third-party Cookie)	Sends data to Google Analytics about your device and how you interact with our Website. It works across devices and marketing channels.	Persistent
utag_main	Keap (first-party Cookie provided by Tealium)	This cookie is set by Tealium to allow us to use their tag management solution.  Used to record the date and time of the start of the visit, the number of pages you have viewed, the number of visits you have made to our Website and App and a unique ID.  This information is used by our analytics tools to enrich the data we collect about your visit to our Website and App. This data is intended to help us understand the habits of visitors to our Website and App in order to provide them with a better user experience.	1 year
_capterra2_session	Capterra (third-party Cookie)	Allows Capterra to track conversion data by invoking a script collecting account ID and account key. (ct.capterra.com)	session

**Functional Cookies**

(The *Engagement* and *Personalization* sub-categories in our Consent Management tool)

Functional Cookies enable the Website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages. Without these Cookies, some or all of these services may not function properly.

Name	Provider	Purpose	Duration
[Geo-location service]	MaxMind (third-party Cookie)	MaxMind is a GeoIP service that we use to identify what country you are located in so that certain forms on our Website can be pre-populated.	n/a

k_geo	Keap (first-party Cookie)	Used in conjunction with MaxMind to pre-populate your country on certain forms on our Website.	999 days
optimizelyEndUserId	Keap (first-party Cookie provided by Optimizely)	Optimizely is used to test different versions of our Website (“A/B testing”). This Cookie is used to store a visitor’s unique Optimizely identifier.	179 days
optimizelyRedirectData	Keap (first-party Cookie provided by Optimizely)	Optimizely is used to test different versions of our Website (“A/B testing”). This Cookie is used after Optimizely has executed a redirect experiment and stores various data from the original page so that Optimizely still has access to it on the new page.	Persistent
Various “optimizely_data...” Cookies	Keap (first-party Cookie provided by Optimizely)	Optimizely is used to test different versions of our Website (“A/B testing”). These cookies assist in that process.	Persistent
[Geo-location service]	Clearbit (third-party Cookie)	This service provides geo-location data, as well as data about your company, based on your IP address.	n/a
[Online form]	ReachForce SmartForms (third-party Cookie)	When you fill out a Marketo form on our Website, ReachForce uses your IP address to enrich your form submission with additional data about your business.	n/a
driftt_aid or driftt_aid (widget version)	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie is used as an anonymous identifier token.	2 years
driftt_eid	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. When you identify yourself through email, this cookie is used.	2 years
driftt_sid or driftt_campaign_refresh (widget version)	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie helps track your actions within a browser session.	30 minutes
driftt_aaid	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie helps us keep track of the members of our team who have contacted you.	2 years
driftt_wmd	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie indicates whether or not you have dismissed the welcome message in the current session.	2 years



DFFT_END_USER_PREV_BOOTSTRAPPED	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie indicates whether you have previously interacted with the chat, helping us fetch any existing conversations.	2 years
DFFT_LEAD_HAS_PREV_IDENTIFIED	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie indicates whether or not you have previously provided an email address.	2 years
Various "Drift.Targeting . . ." Cookies	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. These Cookies are used to increase the functionality of the chat service.	Persistent
__d_mkto	Keap (first-party Cookie provided by Drift)	Drift is a chat service used to allow you to chat with a sales team member in real time. This cookie is used to integrate with Marketo.	2 years
_distillery	Keap (first-party Cookie provided by Wistia)	If you are interrupted while viewing a video on our Website, this Cookie remembers where to restart the video when you reload it.	1 year
wistia-http2-push-disabled	Wistia (third-party Cookie)	Wistia provides video-hosting solutions. This cookie collects visitor interaction data regarding video content so that such content can be made more relevant to you.	1 year
__cfduid	Userveice (third-party Cookie)	Userveice is an online customer interaction tool and helpdesk. The cookie is set to identify trusted web traffic.	1 month
vuid	Vimeo (third-party Cookie)	Vimeo provides video hosting/sharing. This cookie is used by Vimeo video player to store your usage history.	2 years
k_mli	Keap (first-party Cookie)	Used along with Marketo to identify you and to pre-populate certain forms on our Website so you do not have to repeatedly enter your contact details.	999 days
k_mli_r	Keap (first-party Cookie)	Used along with Marketo to identify you and to pre-populate certain forms on our Website so you do not have to repeatedly enter your contact details.	999 days
k_pb	Keap (first-party Cookie)	Keeps you from seeing our promotional banner again once you have clicked on it or dismissed it.	90 days
k_rbb	Keap (first-party Cookie)	Keeps you from seeing our promotional banner again once you have clicked on it or dismissed it.	90 days

rememberMe	Keap (first-party Cookie)	The 'remember my login' cookie (aka the 'remember me' cookie) is generated by JIRA when the user selects the Remember my login checkbox on the login page.	Persistent
X-Salesforce-CHAT	Salesforce (third-party Cookie)	Salesforce uses these cookies to be able to provide live chat functionality to you.	Persistent
ajs_anonymous_id	Keap (first-party Cookie)	These cookies are generally used for analytics and help count how many people visit our site by tracking if you have visited it before.	1 year
liveagent_sid	Keap (first-party Cookie)	LiveAgent cookie provides online chat and customer support functionality.	Session
liveagent_oref	Keap (first-party Cookie)	LiveAgent cookie provides online chat and customer support functionality.	Persistent
liveagent_ptid	Keap (first-party Cookie)	LiveAgent cookie provides online chat and customer support functionality.	Persistent
liveagent_vc	Keap (first-party Cookie)	LiveAgent cookie provides online chat and customer support functionality.	Persistent
Intercom-id-[app_id]	Keap (first-party Cookie provided by Intercom)	Unique anonymous identifier. Visitors get this cookie when they visit our website or Apps.	9 months
k_dtc	Keap (first-party Cookie)	It will allow A/B testing on our site by randomly assigning two or more groups of users an alphanumeric value. The cookie will inform our chat tools (such as Drift with Optimizely) to present different site experiences for a given site visitor for testing purposes. No identifiable data is collected.	Up to 30 days
heroku-session-affinity	Heroku (third-party Cookie)	This cookie contains no private application information and doesn't require request- or response-related data to function. Based on this cookie value, the Heroku router will be able to determine the appropriate dyno for each request.	1 day

### Targeting Cookies

(the *Display Ad*, *Search*, *Affiliates*, and *Social* sub-categories in our Consent Management tool)

Targeting Cookies may be set through our Website by our advertising and other partners (or set directly by our partners). They may be used by us and those companies to build a profile of your interests and show you relevant advertisements on our Website and other sites. They do not store personal data, but are used to develop personal data about you, such as to uniquely identify your browser and internet device and may collect your IP address. Without these Cookies, advertising would be less targeted and offerings on our Website less accurate.

Name	Provider	Purpose	Duration
__fbp	Keap (first-party Cookie provided by Facebook)	Used by Facebook to deliver various advertisement products.	3 months
fr	Facebook (third-party Cookie)	Used by Facebook to deliver various advertisement products.	3 months
tr	Facebook (third-party Cookie)	Used by Facebook to deliver various advertisement products.	Session
IDE (Floodlight tag)	Google Ad Services (third-party Cookie)	Used for Google's advertising services, primarily to track and report conversions.	Persistent
_gac	Google Ad Services (third-party Cookie)	Provides services and information related to Google advertising.	Persistent
ads/ga-audiences	Google Ad Services (third-party Cookie)	Provides services and information related to Google advertising, including cross-website tracking.	Persistent
test_cookie	Google Ad Services (third-party Cookie)	Checks to see if your browser supports cookies.	1 day
ajs_group_id	Keap (first-party Cookie provided by Google)	Used to track visitor usage and events within the website.	1 year
_gat_gtag_UA_16462053_13	Keap (first-party Cookie provided by Google)	Google Analytics cookie which provides analytics about how you use our Website, for example, which pages you visit and how you interact with the Website.	1 year
mc	Quantcast (third-party Cookie)	Used to analyze log data from different websites and combine it with other non-personal data to produce the Reports that are made available on the Quantcast.com site.	13 months
_qca	Keap (first-party Cookie provided by Quantcast)	Collects data on your visits to our Website, such as the number of visits, average time spent, and what pages you've viewed.	1 year

d	Quantcast (third-party Cookie)	Collects anonymous data on your visits to our Website, such as the number of visits, time spent, and what pages you loaded.	3 months
_mkto_trk	Keap (first-party Cookie provided by Marketo)	Marketo Munchkin. Used (along with the email marketing service Marketo.com) to link visitor behavior to the recipient of an email marketing campaign in order to measure campaign effectiveness.	2 years
Lang	LinkedIn (third-party Cookie)	Set by LinkedIn when a web page contains an embedded "Follow us" panel.	Session
bcookie	LinkedIn (third-party Cookie)	Used by LinkedIn for tracking the use of embedded services.	2 years
bscookie	LinkedIn (third-party Cookie)	Used by LinkedIn for tracking the use of embedded services.	2 years
lidc	LinkedIn (third-party Cookie)	Used by LinkedIn for tracking the use of embedded services.	2 years
__atuvc	Keap (first-party Cookie provided by AddThis)	Allows you to more easily share blog articles and content to your social networks.	1 year
__atavs	Keap (first-party Cookie provided by AddThis)	Allows you to more easily share blog articles and content to your social network.	1 day
_at.cww	Keap (first-party Cookie provided by AddThis)	Allows you to more easily share blog articles and content to your social network.	Persistent
Loc	AddThis (third-party Cookie)	Used for obtaining geolocation, to help us determine how users who share information with each other are geographically located.	1 year
Uvc	AddThis (third-party Cookie)	Detects how often the social sharing service, AddThis, encounters the same user.	1 year
_uetmsclkid	Keap (first-party cookie provided by Bing)	Used with Microsoft Advertising. This Cookie uses Microsoft Click ID to enable you to see advertising relevant to you from Bing.	30 days

_uetsid	Keap (first-party cookie provided by Bing)	Used with Microsoft Advertising. This Cookie uses Microsoft Click ID to enable you to see advertising relevant to you from Bing.	30 days
S	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Creates a unique user ID.	13 months
LCLK	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Used to correlate users to final sales.	13 months
DotomiUser	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Creates a unique user ID.	13 months
NSID	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Used for purposes of fraud detection.	13 months
CJAnalytics	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Counts the number of times you decline to give consent.	13 months
CJLoyalty	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Tracks the starting time of affiliate loyalty journeys.	13 months
cjae	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Creates a unique user ID.	13 months
SESS	provided by CJ Affiliate by Conversant	Tracks the timestamp of your most recent clicks, by advertiser.	Session
CJSession	Keap (first-party Cookie provided by CJ Affiliate by Conversant)	Tracks the timestamp of the initial CJ related event during tyour current browser session.	Session
InfusionsoftTrackingCookie	Keap (first-party Cookie)	Collects data on visitors' behaviour and interaction to optimize the website and make advertisement on the website more relevant.	1 year

zapidentity	Zapier (third-party cookie)	Used by Zapier to show user preferences in embedded Zap-Catalogues.	1 year
zapforeversession	Zapier (third-party cookie)	Used by Zapier to show user preferences in ebedded Zap-Catalogues.	Session
__tld__	Google (third-party cookie)	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Session
amp_1521eb amp_238187	Keap (first-party Cookie provided by Amplitude)	These cookies allows us to track traffic sources and metrics so that we can improve the performance of our App.	Session
NSID	Conversant (third-party cookie)	Creates a contact ID for purposes of fraud detection.	13 months
VISITOR_INFO1_LIVE	Google Analytics (third-party Cookie)	YouTube is a Google owned platform for hosting and sharing videos. The cookie is used as a unique identifier to track YouTube videos views on our website.	6 months
NID	Google Analytics (third-party Cookie)	Contains a unique ID Google uses to remember your preferences and other information, such as your preferred language.	Persistent
tfw_exp	Twitter (third-party Cookie)	This cookie is set due to Twitter integration and sharing capabilities for the social media.	Persistent
GPS	Google Ad Services (third-party Cookie)	YouTube is a Google owned platform for hosting and sharing videos. Used to register a unique ID on your mobile device to enable tracking based on geographical GPS location.	30 minutes
wistia-http2-push-disabled	Wistia (third-party Cookie)	Wistia is a video software provider. Used to collect statistics on what videos you have seen so we can measure engagement with a view to improving current and future videos.	1 hour
YSC	Google Analytics (third-party Cookie)	YouTube is a Google owned platform for hosting and sharing videos. Used to register unique ID to keep	Session

		statistics of what videos from YouTube you have seen.	
TAPID	Tealium iQ (third-party Cookie)	Tealium iQ is our tag manager. It helps us pass data between the different cookies and tags we use on our Website. It also assists with cookie consent management. The cookie is used for audience streaming service which enables targeting and personalization of content on a domain.	1 year
__distillery	Wistia (third-party Cookie)	Wistia is a video software provider. Used to support video functionality that may be found throughout the website. In addition to keeping track of the website visitor's position in a video should playback be interrupted; this cookie also notes user behavior regarding the video itself.	1 year
cluid	Clicky (third-party Cookie)	This cookie is set by the Clicky web analytics service. It contains a unique user identifier and is used for performance measurement.	Persistent
IDE	Google Ad Services (third-party Cookie)	Set by DoubleClick. Used for serving targeted advertisements that are relevant to you based on your previous visits to our Website.	Persistent
reddit	Reddit (third-party Cookie)	Used to determine user conversion and conversion actions from Reddit advertising including tracking of user agent string of browser, use of ad blocking technologies and IP address.	90 days
J37_Keap_Verizon_Site Visits (Verizon pixel)	Junction 37, Verizon (third-party pixel)	Verizon pixel tracks and reports on conversions and attribute page views resulting from Junction 37 managed paid media on Verizon and creates an audience for subsequent campaigns. Visitor information collected may include date, campaign name, ad name, device type, location (market).	Up to 90 days

J37_Keap_Site Visits (Floodlight Tag)	Junction 37 (third-party Cookie incorporated into Google Tag Manager)	Floodlight tags track and report on conversions and attribute page views resulting from Junction 37 managed paid media on YouTube and creates an audience for subsequent campaigns. Visitor information collected may include date, campaign name, ad name, device type, location (market).	Persistent
RoktRecogniser	Keap (first-party Cookie provided by Rokt)  Rokt (third-party cookie)	Collects browser user agent data and is integrated with name and email address for browser recognition, conversion attribution, and offer optimization.	365 days
Suid	Keap (first-party cookie provided by Simplifi)	Used to track user from page to page.	366 days
uid_syncd uid_syncd_secure	Keap (first-party cookie provided by Simplifi)	True/false indicator of whether a user was matched.	7 days
user-id, user-id-v2	StackAdapt (third- party)	Collects anonymous randomly generated user ID, cookie user ID, the user's IP, page URL, page title, and user agent to be able to uniquely identify a user for retargeting, conversion, or look-a-like purposes	1 year
a-camp-*	StackAdapt (third- party)	Collects Campaign and Creative ID, cookie user ID, the user's IP, page URL, page title, and user agent to track a campaign ID that a user has viewed or clicked.	Up to 90 days
sa_aid_pv	StackAdapt (third- party)	Collects auction ID, cookie user ID, the user's IP, page URL, page title, and user agent to track ad clicks.	1 hour

**Changes to this Notice**

If we make any material change to this Notice, we will post the revised Notice to our Website and update the “Effective Date” above to reflect the date on which the new Notice became effective.



**Contact Us**

If you have any questions about this Notice, send us an e-mail to [dpo@keap.com](mailto:dpo@keap.com) or contact us by postal mail at:

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Please allow up to 4 weeks for us to reply.