Cookies | Backblaze Online Backup

Terms

Privacy

Privacy Notice for CA Residents

GDPR

DPA for EEA/ EU Residents

DPA For UK Residents

Copyright

Payments & Refunds

Service Level Agreement

Cookie Policy

Using B2 Code

Essential website cookies

Performance and functionality cookies

Analytics and customization cookies

Advertising cookies

Social networking cookies

Additional information

Backblaze Cookie Statement

Last updated: April 19, 2018

This Cookie Statement explains how Backblaze Inc., collectively "Backblaze", "we" and "our" use cookies and similar technologies to recognise you when you visit our website at https://www.backblaze.com ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information. Cookies set by the website owner (in this case, Backblaze) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the Website such as advertising, interactive content and analytics. The parties that set these third party cookies can recognise your computer both when it visits the Website in question and also when it visits certain other websites.

Why do we use cookies?

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Website. Third parties serve cookies through our Website for analytics and other purposes are described in more detail below.

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided in the sections below.

You can also set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted as noted in the sections below. The means by which you can refuse cookies through your web browser controls varies from browser-to-browser. You can usually learn how to manage Cookies in the browser help, but you can also find information at the following pages: [Chrome](#), [Firefox](#), [Opera](#), [Safari](#), [Internet Explorer](#), and [Microsoft Edge](#).

The specific types of first and third party cookies served through our Website, the purposes they perform, and how to opt-out are described in the sections below:

Essential website cookies

These cookies are strictly necessary to provide you with services available through our Website and to use some of its features, such as access to secure areas. Because these cookies are strictly necessary to deliver the website to you, you cannot refuse them.

Name	Age	Description	Content

Name	Age	Description	Content
JSESSIONID	Session	JSESSIONID is managed by Tomcat, it is created in each session that the application server has active, is one of the session tracking mechanisms that is used by Servlet API.	Random string.
bz_cluster_num	99999999 seconds	Set the cluster_num that associates with the user account.	A 3 digit string e.g. 000
bz_form_token	Only during the login process	Generated to prevent CSRF attacks (session independent).	
bz_sso	Web: Per session. Mobile: 900 seconds	The json contains the information for other servers to identify the authenticated user. The user is not in the json.	{ "accountId": , "bzgeoloc": , "displayName": , "email": , "emailLang": , "hash": , "id": , "memberOfGroupId": , "name": , "partnerPays": , "personalKeys": {}, "programId": , "salt": , "timestamp": , "version": "2" }
bz_2fv	604800 seconds	Depends on whether is turned on, and how long they set to keep it in their auth settings.	{ "hash": , "salt": , "settings": , "timestamp": , "userId": , "vcode": , "version": }
bz_acct_info	Session	Depends on whether is turned on, and how long they set to keep it in their auth settings.	{ "canUserReferFriends": , "hasSMSPhoneNumber": , "Hash": , "isB2Enabled": , "isB2SnapshotEnabled": , "isComputerEnabled": , "isGroupsEnabled": , "isInB2Suspend": , "salt": , "userId": , "version": }
bz_acct_auth	Session		{ "accountId": , "apiUrl": , "authorizationToken": , "downloadUrl": , "hash": , "minimumPartSize": , "salt": , "userId": , "version": }
cur_hguid_key	Session	Used to keep track the hguid that is currently loading the directory tree.	
bz_group_admin	Session	Used when a signed in group admin is managing a group	{ "version": , "id": , "timestamp": , "salt": , "hash": ,

Name	Age	Description	Content
		member and exists only for that duration then is deleted.	"adminEmail": , "adminCluster": , "adminAuthSetting": , "managedUserEmail": }
bz_group_invite	9999 seconds	Used when a user responds to a group invitation and exists only during the signup process then is deleted. This one contains the groupId and a group context parameter that is used to identify information about the group.	{ "version": , "id": , "timestamp": , "salt": , "hash": , "groupId": , "groupContextParameter: }
bz_br_hguid	Session	Buy restore hguid	Hguid or bucket id
bz_br_hostkey	Session		Empty string
bz_br_invnum	Session	From AccountBillingManager, a number to associate with the purchase.	Number
bz_br_method	Session	Buy restore/snapshot method	usbflashkey
bz_br_price	Session	Price	Number
bz_br_product	Session	Which product buying the drive for.	snapshot or restore
bz_br_rid	Session	Unique id for the snapshot/restore.	
bz_br_salt	Session	Salt for the br cookie values.	
bz_br_selectedtotal	Session	Total amount of purchase.	
bz_br_timestamp	Session	Current time in millis when cookies are created.	
bz_br_token	Session	Generated token from parameters.	
bz_br_treeserver	Session	Server the purchase originated from	
bz_cookie_consent	Session	Records whether or not someone has given "consent" to our cookie policy.	True/False
bz_country_code	Session	Records the geoip lookup value for the users IP address.	Country Code
fileDownload	Session		

Performance and functionality cookies

These cookies are all 1st party cookies and are used to enhance the performance and functionality of our Website but are non-essential to its use. However, without these cookies, certain functionality like your log in details being remembered may become unavailable. If you wish to refuse or delete these cookies you may do so using the instructions provided in the section above: "How can I control cookies?." Refusing or deleting these cookies may cause unusual or unexpected behavior on the website, if you decide to contact backblaze support, please let them know you have refused or deleted these cookies - thank you.

Name	Age	Description	Content
bz_referrer_id	99999999 seconds	Used to keep track the Backblaze user who refers their friends to sign up Backblaze account in the refer-a-friend program.	A 6 alphanumeric string.
bz_billing_partner_id	99999999 seconds	Used to keep track the Backblaze affiliate or ad code who brings customers to sign up Backblaze account.	e.g. afxxxx or adxxxx
bz_redirect_from_partner_path	Session	Used to keep track the landing page for affiliate or ad code that redirects customers to sign up Backblaze account. It only helps the landing counts, and log the path to the web ui log.	
last_hguid_key	Session	Used to keep track the last browsed hguid in View/Restore page.	A 24 alphanumeric string
bzlasthguid	Session	Used to keep track the last browsed hguid in View/Restore page.	A 24 alphanumeric string
enforced_fix_your_billing	Session	Used to redirect the user to the fix_your_billing page when the user has billing problems.	The string "enforced"
bzsignedin	Session	Set to "true" when a user is signed in.	"True" or "false"
bz_hopto	Session	Used to redirect to after the user logs in.	

Name	Age	Description	Content
selectedSourceType	Session	Documentation highlighting functionality	
highLightPref	Session	Documentation highlighting functionality	
itiAutoCountry	Session		

Analytics and customization cookies

These cookies collect information that is used either in aggregate form to help us understand how our Website are being used or how effective are marketing campaigns are, or to help us customise our Website for you.

Name	Vendor	Age	Description	Content
optimizelyBuckets	Optimizely	10 years	Records the Optimizely Classic variation that the visitor has seen for each experiment. This allows us to deliver a consistent experience on successive page loads.	"138754098"
optimizelyEndUserId	Optimizely	10 years	Stores a visitor's unique Optimizely identifier, for both Optimizely Classic and Optimizely X Web. It's a combination of a timestamp and random number. No other information about you or your visitors is stored inside.	oeu1383924r0.504
optimizelySegments	Optimizely	10 years	Persists the visitor's Optimizely Classic segments: browser, campaign, mobile, source type, and any	139230617

Name	Vendor	Age	Description	Content
			custom dimensions that you may have configured. This allows us to ensure persistence of segment membership, which improves the accuracy of segmented results.	
__hstc	Hubspot	2 years	Hubspot cookie for tracking visitors.	It contains: the domain, Hubspot utk (see below), initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session)
hubspotutk	Hubspot	Session	This cookie is used for to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	Random string
__hssc	Hubspot	30 min	"Cookie for keeping track of sessions. This is used to determine if we should increment the session number and timestamps in the __hstc cookie. It contains: the domain, viewCount (increments each pageView in a session), session start timestamp. (Expires: 30 min)"	

Name	Vendor	Age	Description	Content
__hssrc	Hubspot	Session	Whenever HubSpot changes the session cookie, this cookie is also set. We set it simply to the value "1", and use it to determine if the user has restarted their browser. If this cookie does not exist when we manage cookies, we assume it is a new session.	
__hs_opt_out	Hubspot	2 years	This cookie is used by theopt-in privacy policyto remember not to ask the user to accept cookies again. This cookie is set when you give users the choice toopt out of cookies.	
__hs_do_not_track	Hubspot	2 years	This cookie can be set to prevent the tracking code from sending any information to HubSpot. Setting this cookie is different fromopting out of cookies, which still allows anonymized information to be sent to HubSpot.	
__hs_testcookie	Hubspot	Session	This cookie used to test whether the visitor has support for cookies enabled.	
bz_gclid	Google	99999999 seconds	It is Google Click Identifier Id. Used to keep track which Google campaign that brings us the customer.	

Name	Vendor	Age	Description	Content
uuid2	AppNexus		Appnexus customization cookie.	
anj	AppNexus		Appnexus customization cookie.	
sess	AppNexus		Appnexus customization cookie.	
uid	AddThis		Addthis customization cookie.	
cw_id	AddThis		Addthis customization cookie.	
pdv	AddThis		Addthis customization cookie.	
_gid	Google Analytics		Google Analytics customization cookie.	
_ga	Google Analytics		Google Analytics customization cookie.	
__cfduid	Cloudflare		Cloudflare customization cookie.	
IDE	Google		Doubleclick customization cookie.	
SID	Google Analytics		Google Analytics customization cookie.	
SID	Google Analytics		Google Analytics customization cookie.	
SSID	Google Analytics		Google Analytics customization cookie.	

Name	Vendor	Age	Description	Content
APISID	Google Analytics		Google Analytics customization cookie.	
SAPISID	Google Analytics		Google Analytics customization cookie.	
SIDCC	Google Analytics		Google Analytics customization cookie.	
1P_JAR	Google Analytics		Google Analytics customization cookie.	
HSID	Google Analytics		Google Analytics customization cookie.	
NID	Google Analytics		Google Analytics customization cookie.	
i	OpenX		OpenX customization cookie.	
rpx	Rubicon Project		Rubicon Project customization cookie.	
put_4106	Rubicon Project		Rubicon Project customization cookie.	
rpb	Rubicon Project		Rubicon Project customization cookie.	
khaos	Rubicon Project		Rubicon Project customization cookie.	
c	Rubicon Project		Rubicon Project customization cookie.	
_hjIncludedInSample	HotJar		Hotjar customization cookie.	

Name	Vendor	Age	Description	Content
__smVID	Sumo		Sumo customization cookie.	
__smToken	Sumo		Sumo customization cookie.	
__smListBuilderShown	Sumo		Sumo customization cookie.	
pa_uid	Perfect Audience		Prfct.co customization cookie.	
pa_rubicon_ts	Perfect Audience		Prfct.co customization cookie.	
pa_crosswise_ts	Perfect Audience		Prfct.co customization cookie.	
pa_twitter_ts	Perfect Audience		Prfct.co customization cookie.	
pa_pubmatic_ts	Perfect Audience		Prfct.co customization cookie.	
pa_yahoo_ts	Perfect Audience		Prfct.co customization cookie.	
pa_google_ts	Perfect Audience		Prfct.co customization cookie.	
pa_mrin_ts	Perfect Audience		Prfct.co customization cookie.	
pa_openx_ts	Perfect Audience		Prfct.co customization cookie.	

The opt out process for Analytics and Customization cookies

Advertising cookies

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Our Website does not utilize Advertising cookies as defined above.

Social networking cookies

These cookies are used to enable you to share pages and content that you find interesting on our Website through third party social networking and other websites. These cookies may also be used for advertising purposes too.

Name	Vendor	Age	Description	Content
fr	Facebook	3 months	Facebook customization cookie.	

To adjust your Facebook cookie preferences, please visit:https://www.facebook.com/policies/cookies

Additional information

How often will you update this Cookie Statement?

We may update this Cookie Statement from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Statement regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Statement indicates when it was last updated.

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at privacy@backblaze.com.

Backblaze A Publicly Traded Company ([BLZE](#))