Cookie Policy

Updated: 18th December 2023

About this document

This document provides a summary of how we use cookies on the Ben website, and what this means for you.

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Policy

Our website (thanksben.com) uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website, and also allows us to improve our site.

This cookie policy may change at any time, so please check it regularly. While we make every effort to ensure this policy is maintained and consistently reflects our current usage of cookies, there may be some emergency scenarios out of our reasonable control that necessitate urgent changes to our website and as such the cookies it uses. As such, we cannot be held responsible if the information in this policy is out of date or contains typographical errors.

Please read this policy together with our Privacy Policy which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities if you have a complaint.

If you have any questions about how we protect or use your data, please email us at privacy@thanksben.com, or write us at: Privacy Team, Thanks Ben Ltd, 9th Floor, 107 Cheapside, EC2V 6DN, London, United Kingdom.

What is a cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

How do we use cookies?

We use cookies to improve the way our website works. We also use third-party cookies set by Google Analytics to review our site functionality.

We will ask for your permission to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested. Cookies that are essential are known as "strictly necessary cookies" and can only be changed in your browser settings.

You can withdraw any consent to the use of cookies or manage any other cookie preferences by emailing us at privacy@thanksben.com. If you reject all cookies (including essential cookies) this may affect your browsing experience and some functions within the website may not work.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

Individual cookies

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Provider	Cookie Name	Purpose
ads.linkedin.com	lang	Remembers the user's selected language version of a website
airtable.com	__Host-airtable-session	Contains a specific ID for the current session. This is necessary for running the website correctly.
	__Host-airtable-session.sig	Contains a specific ID for the current session. This is necessary for running the website correctly.
	AWSELBCORS	Registers which server-cluster is serving the visitor. This is used in context with load balancing
	brw	Detects and logs potential errors on third-party provided functions on the website.
bam-cell.nr-data.net	events/1/#	Used to monitor website performance for statistical purposes.
bing.com	MUID	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
doubleclick.net	test_cookie	Used to check if the user's browser supports cookies.
	IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
	pagead/landing	Collects data on visitor behaviour from multiple websites
forms.hsforms.com	embed/v3/counters.gif	Used to implement forms on the website.
glassdoor.com	__cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website
google-analytics.com	collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
google.com	CONSENT	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
	ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.
	pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.
	pagead/landing	Collects data on visitor behaviour from multiple websites
googlesyndication.com	pagead/landing	Tracks the conversion rate between the user and the advertisement banners on the website - This serves to optimise the relevance of the advertisements on the website.
heyflow.id	heyflow:created	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning

		the visitor an ID
	heyflow:user-id	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID
hubspot.com	__cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website
	__ptq.gif	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
lightstep.airtable.com	AWSALBCORS	Registers which server-cluster is serving the visitor. This is used in context with load balancing
linkedin.com	bscookie	This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their LinkedIn application for example.
	JSESSIONID	Preserves users states across page requests.
	li_gc	Stores the user's cookie consent state for the current domain
	lang	Necessary for maintaining language-settings across subpages on the website.
	lidc	Registers which server-cluster is serving the visitor. This is used in context with load balancing
	AnalyticsSyncHistory	Used in connection with data-synchronization with third-party analysis service.
	bcookie	Used by the social networking service
	UserMatchHistory	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.
m.stripe.com	m	Determines the device used to access the website. This allows the website to be formatted accordingly.
nr-data.net	JSESSIONID	Preserves users states across page requests.
t.co	i/adsct	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through Twitter advertisement content.
	muc_ads	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.
thanksben.com	__sharethis_cookie_test__	This cookie determines whether the browser accepts cookies.
	__stripe_mid	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.
	__stripe_sid	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.
	CookieConsent	Stores the user's cookie consent state for the current domain
	debug	This cookie is used to detect errors on the website - this information is sent to the website's support staff in order to optimize the visitor's experience on the website.
	ms_expire	Determines which parts of the website should be accessible for the specific users
	pfjs%3Acookies	Used to check if the user's browser supports cookies.
	__hssc	Identifies if the cookie data needs to be updated in the

		visitor's browser.
	__hssrc	Used to recognise the visitor's browser upon reentry on the website.
	__hstc	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
	_fs_uid	This cookie contains an ID string on the current session. This contains non-personal information on what subpages the visitor enters – this information is used to optimize the visitor's experience.
	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
	_gat	Used by Google Analytics to throttle request rate
	_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
	_hjAbsoluteSessionIn Progress	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID
	_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before
	_hjIncludedInPagevie wSample	Used to detect whether the user navigation and interactions are included in the website's data analytics.
	_hjIncludedInSessionS ample	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
	_hjRecordingLastActiv ity	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
	hjSession#	Collects statistics on the visitor's visits to the website
	hjSessionUser#	Collects statistics on the visitor's visits to the website
	_hjTLDTest	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	ajs_anonymous_id	This cookie is used to identify a specific visitor - this information is used to identify the number of specific visitors on a website.
	ajs_anonymous_id	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID
	cb%3Atest	Collects data on the user's visits to the website
	fs_uid	This cookie contains an ID string on the current session. This contains non-personal information on what subpages the visitor enters – this information is used to optimize the visitor's experience.
	hjViewportId	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
	hubspotutk	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
	ln_or	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	__tld__	Used to track visitors on multiple websites
	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
	_fs_tab_id	Tracks the individual sessions on the website
	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.

	_hjRecordingEnabled	This cookie is used to identify the visitor and optimize ad-relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center or ad-exchange.
	_uetsid	Collects data on visitor behaviour from multiple websites
	_uetsid	Used to track visitors on multiple websites
	_uetvid	Used to track visitors on multiple websites
	_uetvid	Used to track visitors on multiple websites
	ajs_user_id	Collects data on visitors' preferences and behaviour on the website - This information is used make content and advertisement more relevant to the specific visitor.
	cb_anonymous_id	Collects data on visitor behaviour from multiple websites
	cb_group_id	Collects data on visitors. This information is used to assign visitors into segments
	cb_group_properties	Collects data on visitor behaviour from multiple websites
	cb_user_id	Collects data on visitor behaviour from multiple websites
	cb_user_traits	Collects data on visitor behaviour from multiple websites
twitter.com	personalization_id	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile.
	i/adsct	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through Twitter advertisement content.
typeform.com	#.#-#-#-#-#.ack	Used to contain user's survey and quiz answers in Local Storage.
	#.#-#-#-#-#.inProgress	Used to contain user's survey and quiz answers in Local Storage.
	#.#-#-#-#-#.queue	Used to contain user's survey and quiz answers in Local Storage.
	#.#-#-#-#-#.reclaimEnd	Used to contain user's survey and quiz answers in Local Storage.
	#.#-#-#-#-#.reclaimStart	Used to contain user's survey and quiz answers in Local Storage.
	__cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website
	AWSALBTG	Registers which server-cluster is serving the visitor. This is used in context with load balancing
	AWSALBTGCORS	Registers which server-cluster is serving the visitor. This is used in context with load balancing
	OptanonConsent	Determines whether the visitor has accepted the cookie consent box. This ensures that the cookie consent box will not be presented again upon re-entry.
	rl_anonymous_id	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	rl_group_id	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	rl_group_trait	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	rl_trait	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	rl_user_id	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
	_trackingplan_is_sampled_user	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.

	_trackingplan_sample_rate	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.
	_trackingplan_sample_rate_ts	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.
	attribution_user_id	Used in context with the website's pop-up questionnaires and messengering. The data is used for statistical or marketing purposes.
	dismissedBanners	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.
	experiments-fingerprint	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.
	experiments-raw	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.
	rl_page_init_referrer	Registers how the user has reached the website to enable pay-out of referral commission fees to partners.
	rl_page_init_referring_domain	Registers how the user has reached the website to enable pay-out of referral commission fees to partners.
	sessionInitiated	Collects user data through quiz/survey-like content. This allows the website to promote relevant products or services.
youtube.com	CONSENT	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
	VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
	YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.

The cookies we use will only be accessed by us and those third parties named in the table above for the purposes referred to in this cookie policy. Those cookies will not be accessed by any other third party.