

Karo Cookies Policy

Information about our use of cookies

Cookies are small pieces of information that are stored in your computer or mobile device by your browser. They enable websites to remember actions and preferences over a period of time. These cookies may be set by us, our service providers or advertisers.

Our Sites use different types of cookies to improve your experience and to provide services and advertising.

We use:

Essential cookies to enable services you specifically asked for.

Functionality cookies to recognise when you return to our website so that we can remember your preferences.

Analytics and performance cookies to count visitors and how our Sites are used. These help us understand our audience on an aggregate basis. For example: number of visitors to a Site, where visitors are visiting from, how many pages they look at and how long they stay on a page or visit. This information is not used to track individual users.

Advertising cookies to measure interactions with ads and prevent showing the same ads to you too often. Also to make advertising more relevant to you and more valuable to us and advertisers. These cookies are anonymous and we cannot identify you from the cookies we place.

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, or cookies that remember information you have previously entered to complete a form as you proceed through a journey on our website.

Analytical/performance cookies. These cookies 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 our website and enhance users' experience.

Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you 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 visit and the links you follow. We use this information to make our website and any advertising we may choose to display on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

| Cookie Title | Cookie Name | Category | Purpose | Duration of Cookie |
|----------------------------|---|--------------------------|---|--------------------|
| Florence | _florence_session | Strictly necessary | This cookie is used to identify a user's session and temporarily store a unique identifier for that session. It is essential for the functionality of forms on our website. This cookie is named after Florence Nightingale, the founder of modern nursing. | 30 days |
| Google Universal Analytics | _ga _gali _gat_UA-1036645-1 _gid | Analytical / performance | <p>These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.</p> <p>Read Google's overview of privacy and safeguarding data here.</p> | 10 years |
| Cloudflare | __cfduid | Security | <p>The <i>_cfduid</i> cookie is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis. For example, if a visitor is in a coffee shop where there may be several infected machines, but the specific visitor's machine is trusted (for example, because they completed a challenge within your Challenge Passage period), the cookie allows Cloudflare to identify that client and not challenge them again. It does not correspond to any user ID in your web application, and does not store any personally identifiable information.</p> | 1 year |
| Drip | _drip_client_{H ASH} | Analytics | This cookie allows us to identify logged in users for our email platform. | 2 years |

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|----------|---|------------------------|--|----------|
| Facebook | _fbp | Analytics | <p>These cookies are used to collect information about how visitors use our website.</p> <p>We use the information to compile reports and to help us improve the website.</p> <p>The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.</p> <p>For more information visit: https://www.facebook.com/legal/technology_terms</p> | 1 day |
| Sumo | __smToken | Targeting | <p>The _smToken is set once you login to Sumo and is checked to verify whether you are logged into Sumo or not.</p> | 6 months |
| Intercom | intercom-id- {HASH} intercom-lou- {HASH} | Functionality | <p>This cookie is used by Intercom to recognise if you have visited the website before, and to list your past conversations.</p> | 6 months |
| Median | mdn_anonymo us_id | Analytical/performance | <p>This cookie allows you to share your screen with us, so we can help you with troubleshooting.</p> | 10 years |

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|------------|--|--------------------------------|---|------------|
| ShareThis | attr b attr u attr g | Analytics/ per formance | These cookies are used by Share This to track the sharing of content | 1 year |
| Full Story | fs_uid | Analytical/ per formance | These cookies identify the visitor in a third-party service we use for replaying sessions from users. We use these cookies to help us understand how users interact with our site and to replicate any issues users may encounter. | Persistent |
| Trustpilot | amplitude_id_* | Analytical/ per formance | Used by Trustpilot and Segement for analytics. | 10 years |
| Optimizely | optimizelyBuc kets optimizelyEnd U serId optimizelySeg ments | Analytical/ per formance | Optimizely is one of our chosen A/B testing solutions. The service is provided by Optimizely, Inc.. The cookies hold short alphanumeric string values to store page variant and experiment data. The cookies do not store any personally identifiable information. The first three of these cookies may be set as Third Party cookies if your session spans multiple top-level domains. | 9 years |
| Segment | ajs_anonymou s _id ajs_group_id ajs%3Acooki es ajs%3Atest ajs_user_id | Analytical/ per formance | Segment IO cookies to identify known users and track their site activity | 1 year |

Please note that third parties (including, for example Google Analytics, Sumo, ShareThis, Intercom, Drip, Median, Facebook, Cloudflare, Twitter, Segment advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site and your user experience may be impacted.

We also use certain other tracking technologies in addition to cookies, such as:

- Facebook Pixel, Twitter Pixel Helper, Google Analytics, Google Ads Display, LinkedIn Insight, Drip Analytics, Intercom, Attribution App, GoSquared, Median

Your choices

By using the Site you consent to the use of cookies in accordance with this policy. You can control and/or delete cookies as you wish. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

If you are primarily concerned about third party cookies generated by advertisers, you can manage your preferences by going to <https://www.youronlinechoices.com/ie/>

Last updated: February 2021