

# Cookie notice

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**Last Updated: March 2022**

We at BinaryCore GmbH (“BinaryCore”) respect your concerns about privacy. This Cookie Notice applies to the automated information collection means on the BinaryCore websites listed here (collectively, the “Sites”). These means consist in BinaryCore placing or accessing information on your device. This Notice provides you with information about these technologies, their purpose, and how you may opt-out of their use.

## Technologies used on the sites

BinaryCore uses cookies on its Sites. A cookie is a text file containing small amounts of information that is downloaded on your device's storage mechanism when you access a webpage on the Sites, and that can subsequently be accessed by our web servers. The table below provides an overview of the cookies we use and why we use them. You may change your Cookie settings any time.

Information such as the following is placed in/collected through these cookies: browser type, IP address, dates and times of Site visits, language and location information, mobile devices, operating system.

You may opt out of having these cookies placed and accessed on your device. To make that choice, please update your browser settings or see [www.allaboutcookies.org](http://www.allaboutcookies.org). For more information on how we use information collected on the Sites, please visit our [Website privacy policy](#).

## Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

### Strictly Necessary Cookies

These 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 which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Strictly Necessary Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
binarycore.com	<u>__cf_bm</u>	First Party	A few seconds
hub.binarycore.com	<u>OptanonConsent</u> , <u>eupubconsent</u> , <u>__cfuid</u>	First Party	365 Days, 2914208 Days, Session
www.binarycore.com	<u>SERVER_ID</u> , <u>COOKIE_SUPPORT</u> , <u>JSESSIONID</u> , <u>OptanonAlertBoxClosed</u>	First Party	Session, 365 Days, Session, 365 Days

### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these



cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Performance Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
binarycore.com	<u>__gid</u> , <u>rxvt_s_xxxx</u> , <u>__hssrc</u> , <u>__gclxxxx</u> , <u>dtPC</u> , <u>__ce.gtld</u> , <u>__hstc</u> , <u>dtSa</u> , <u>heatmaps_q2g_101322117</u> , <u>__hssc</u> , <u>dtLatC</u>	First Party	1 Day, Session, 365 Days, Session, 90 Days, Session, Session, 390 Days, Session, A few seconds, A few seconds, Session
6sc.co	6suuid	Third Party	730 Days
i.6sc.co	<u>__gd#####</u> , <u>__an_uid</u>	Third Party	A few seconds, 7 Days

### Functional Cookies

These 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. If you do not allow these cookies then some or all of these services may not function properly.

Functional Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
www.binarycore.com	<u>LFR_SESSION_STATE_ZZZZZ</u> , <u>SERVER_ID</u> , <u>__gd#####</u>	First Party	Session, Session, A few seconds
kearney.com	<u>COOKIE_SUPPORT</u> , <u>cookieconsent_status</u> , <u>hubspotutk</u> , <u>ajs%3Atest</u> , <u>GUEST_LANGUAGE_ID</u> , <u>rxVisitor</u>	First Party	Session, Session, 390 Days, 365 Days, 365 Days, Session
vimeo.com	player	Third Party	365 Days

### Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Targeting Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
binarycore.com	<u>ajs_user_id</u> , <u>ajs_group_id</u> , <u>ce_get_top_level_domain</u> , <u>gat_gtag</u> , <u>xxxxxxxxxxxxxxxxxxxx</u> , <u>xxxxxxxx</u> , <u>gat_UA-</u> , <u>ga</u> , <u>ce.cch</u> , <u>ANONYMOUS_USER_ID</u> , <u>ce_need_secure_cookie</u>	First Party	365 Days, 365 Days, Session, A few seconds, A few seconds, 730 Days, Session, 365 Days, Session
<u>youtube.com</u>	CONSENT, VISITOR_INFO1_LIVE, YSC	Third Party	6155 Days, 180 Days, Session
<u>www.linkedin.com</u>	bscookie	Third Party	731 Days
<u>in.getclicky.com</u>	cluid	Third Party	365 Days
<u>app.powerbi.com</u>	WFESessionId	Third Party	Session
<u>www.google.com</u>	_GRECAPTCHA	Third Party	180 Days
<u>twitter.com</u>	personalization_id	Third Party	730 Days
<u>Binarycore.com</u>	_first_pageview	Third Party	A few seconds
<u>doubleclick.net</u>	IDE, test_cookie	Third Party	390 Days, A few seconds
<u>linkedin.com</u>	li_gc, lidc, bcookie, lang, UserMatchHistory, AnalyticsSyncHistory	Third Party	729 Days, 1 Day, 731 Days, Session, 30 Days, 30 Days
<u>ads.linkedin.com</u>	lang	Third Party	Session

## How to contact us

If you have any questions or comments about this Cookie Notice, or if you would like us to update information we have about you or your preferences, please contact us by email at [socialmedia@binarycore.com](mailto:socialmedia@binarycore.com). You also may write to:

Binarycore GmbH  
 Attn: Legal Department  
 Sendlinger Str. 8, 80331 München, Germany