



# Cookie Policy

When visiting our Website, we may process your personal data by automated means, such as cookies and similar technologies (such as pixels). Please make sure to also read our Privacy Policy, which clarifies in further detail how we process your personal data.

## What are cookies?

A cookie is a text file that is placed by the server of the Website on your computer or on your mobile device when you consult our Website. The cookie contains a unique code that allows recognizing your browser during the visit of the Website (a so-called “session cookie”) or later repeated visits (a so-called “persistent cookie”). You can find more information about cookies at <https://www.allaboutcookies.org/> and <https://www.youronlinechoices.com/>.

We use cookies to ensure you get the best experience on our Website, increase security, identify and resolve issues and for marketing purposes.

Cookies can be placed by the server of the Website (“first party cookies”) or by partners this Website collaborates with (“third-party cookies”). The server of the Website can only read the cookies it has placed. That server has no access to other information on your computer or mobile device.

The personal data can include IP address, browser characteristics, device characteristics, operating system version, information on actions taken on our Products and Services (such as usage, activity logs and click-throughs), and dates and times of visits. Log data is deleted on a regular basis.

Cookies can be categorised as following:

- Strictly necessary cookies: Cookies that are essential in order to enable you to move around our Website and use its features;
- Analytical/performance cookies: cookies that collect information about how you use our Website, for example which web pages/features you go to most often. These cookies allow us to improve how the Website works;



- Functionality cookies: cookies that allow the Website to remember choices you make (such as your username, language or the region you are in) and provide enhanced, more personal or customized features;
- Advertising/marketing cookies: cookies that are used to deliver advertisements that are more relevant to you and your interests, based on an analysis of your browsing;
- Content sharing cookies: cookies that are offered by social networks for content sharing.

Since the first category of cookies are necessary for the Website to function, these do not require your consent. The other categories of cookies will be processed based on your consent, which you are free to give and which you can withdraw anytime.

## Which cookies do we use?

### Strictly necessary cookies

| Name            | Description       | Purpose  | Expiration |
|-----------------|-------------------|--|------------|
| i18n_redirected | Persistent cookie | Cookie used to redirect users to their preferred language by detecting their browser's language.   | 1 year     |
| OptanonConsent  | Persistent cookie | OneTrust cookie, which stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from | 1 year     |



|                       |                   |   |        |
|-----------------------|-------------------|---|--------|
|                       |                   | being set in the users browser, when consent is not given.                                    |        |
| OptanonAlertBoxClosed | Persistent cookie | OneTrust cookie, enabling the website not to show the cookie banner more than once to a user. | 1 year |

## Analytical/performance cookies

| Name         | Description       | Purpose  | Expiration |
|--------------|-------------------|--|------------|
| _ga          | Persistent cookie | Google Analytics cookie used to calculate visitor, session and campaign data and to keep track of the Website usage. | 2 years    |
| _gid         | Persistent cookie | Google Analytics cookie used to calculate visitor, session and campaign data and to keep track of the Website usage. | 1 day      |
| _gat,_gat_UA | Persistent cookie | Google Analytics cookie used to calculate visitor, session and campaign data and to keep track of the Website usage. | 1 minute   |
| _gaexp       | Persistent cookie | Google Analytics cookie used to determine a user's inclusion in an   | 3 months   |



|          |                   |   |         |
|----------|-------------------|---|---------|
|          |                   | experiment and the expiry of experiments a user has been included in. |         |
| _gali    | Persistent cookie | Google Analytics cookie used to distinguish users.                    | 1 year  |
| Vuid     | Persistent cookie | Cookie used to store the user's usage history                         | 2 years |
| Tripelpx | Pixel             | Pixel set to understand the customer journey on the Website           | [TBC]   |

## Functional/targeting cookies

| Name                        | Description       | Purpose  | Expiration               |
|-----------------------------|-------------------|--|--------------------------|
| UserMatchHistory            | Persistent cookie | Cookie used for LinkedIn Ads ID syncing.                                   | 1 month                  |
| lang                        | Session cookie    | Cookie used to remember a visitor's language setting.                      | End of browsing activity |
| bcookie                     | Persistent cookie | Cookie used by LinkedIn share buttons and ad tags to recognize browser ID. | 2 years                  |
| lfdc                        | Persistent cookie | Cookie used to facilitate the data center selection.                       | 1 day                    |
| Bscookie                    | Persistent cookie | Cookie used to store performed actions on the Website.                     | 2 years                  |
| Rudder_cookies, test_rudder | Persistent cookie | Cookie used to identify the source   | 1 year                   |



|                      |                   |  |                          |
|----------------------|-------------------|--|--------------------------|
|                      |                   | from where a user arrives on the Website.  |                          |
| AnalyticsSyncHistory | Persistent cookie | Cookies used to measure the performance of the webpages.   | [1 year                  |
| li_gc                | Persistent cookie | LinkedIn cookie used to store consent of users regarding the use of cookies for non-essential purposes | 2 years                  |
| __kla_id             | Persistent cookie | Klaviyo cookie which can track and identify site visitors through an auto-generated ID.                | 2 years                  |
| _tld_                | Session cookie    | Cookie which helps to figure out a top-level domain for a user.  | End of browsing activity |

## Advertising/marketing cookies

| Name                            | Description       | Purpose   | Expiration |
|---------------------------------|-------------------|---|------------|
| _fbp                            | Persistent cookie | Cookie used to display advertisements, either on Facebook or on a digital platform powered by Facebook advertising, after visiting the Website. | 3 months   |
| RI_user_id,<br>RI_anonymous_id, | Persistent cookie | Cookie used to register a unique ID   | 1 year     |



|   |                   |   |           |
|---|-------------------|---|-----------|
| rl_group_id, rl_trait, rl_group_trait, rl_page_init_referrer, rl_page_init_referring_domain |                   | that identifies and recognizes the user.  |           |
| _ttp  | Persistent cookie | To measure and improve the performance of your advertising campaigns and to personalize the user's experience (including ads) on TikTok | 13 months |

## How can I manage my cookies?

If you do not want cookies to be stored on your device, you can customize your browser settings so that cookies are rejected by default. You can also delete already posted cookies using your browser settings. By way of example, the below hyperlinks provide further guidance on how to disable the use of cookies on certain browsers, and/or on how to delete cookies:

- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>;
- Internet Explorer:  
<http://windows.microsoft.com/en-US/windows-vista/Block-or-allow-cookies>
- Mozilla Firefox:  
<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>;



Your device may also offer you control over the use of cookies or other technologies when you use our Products and Services. You can find out further information on cookies and how to manage them on <http://www.youronlinechoices.com>.

We also use Google Analytics within our Services. For more information on how Google may use personal data about you, see [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/) for more information.

By refusing certain cookies, some parts of our Website may not work optimally.

## Changes to this Cookie Policy

We may update this Cookie Policy from time to time and you should review this page periodically. When we change this Cookie Policy substantially, we will update the "last modified" date at the end of this Cookie Policy, and we will provide you with a notice indicating that the Cookie Policy has been updated. Changes to this Cookie Policy are effective when they are posted on this page. For any questions or comments regarding updates to the Cookie Policy, please contact us on [hello@moonbird.life](mailto:hello@moonbird.life).

## Contacting us

Please contact [hello@moonbird.life](mailto:hello@moonbird.life) if you have any questions, comments and requests regarding this Cookie Policy.