

Cookie Policy

We are Versana LLC ("our", "us" or "we"). We are the owner and operator of <https://versana.io/> (our "**Website**") which uses cookies and other similar tracking technologies, such as pixels, plugins, scripts, and tags (which we collectively refer to as "cookies" in this Cookie Policy). We use cookies for lots of different reasons, for example to make our Website work and to distinguish you from other users of our Website, to offer a better experience when using our Website, and to use the analytics to make improvements to your online experience.

This Cookie Policy describes:

- What cookies are;
- Our use of cookies;
- How you can manage cookies used on our Website;
- Where you can find information about how we handle personal data;
- Further information; and
- Changes to this Cookie Policy

What are cookies?

Cookies are small text files which are placed on your device when you visit our Website. The cookie 'remembers' your computer or other electronic device when you return to our Website and some cookies may collect personal data about you.

Our use of cookies

We use a variety of types of cookies and other tracking technologies for the following purposes:

Strictly necessary (or essential) cookies. These are cookies that are required for the operation of our Website. These essential cookies are always enabled because our Website won't work properly without them. They include, for example, cookies that enable you to log into secure areas of our Website. You can switch off these cookies in your browser settings but you may then not be able to access all or parts 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).

Social Sharing Cookies: We use some social sharing plugins, to allow you to share certain pages of our website on social media.

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	Cookie Type	Purpose	Duration*
Google Analytics Cookies: _ga _gali _gat _gid	Analytical	These cookies are used to collect information about how visitors use our Website. We use the information to analyse our Website usage and help us improve our Website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to our Website and blog, where visitors have come to our Website from and the pages they visited. Read Google's overview of privacy and safeguarding data	1 year 1 month 4 days
_gcl_au	Analytical	Used by Google Ads and Google Tag Manager to store and track conversions (for analytics, not personalized advertising)	3 months
Gtmteec	Functional	Stores temporary information related to Google Tag Manager's internal event tracking. Used to ensure scripts fire correctly	Session
HubSpot Cookies: _cfuid _cfuvid	Necessary	Set by Cloudflare to apply rate limits and identify trusted traffic. Allows Cloudflare to distinguish legitimate users from malicious traffic.	Session
HubSpot Cookies: _cf_bm	Necessary	Used by Cloudflare Bot Management to detect and manage automated bots accessing the site, ensuring site performance and security.	30 minutes
HubSpot Cookies: hubspotutk	Analytical	Tracks a visitor's identity and associates subsequent visits and form submissions with a single	6 months

		contact record in HubSpot . Used for analytics and CRM tracking.	
_click _conv_r _conv_v	Analytical	Used to HubSpot to preserve user's click ID and navigation history and referral information for conversion tracking	6 months
HubSpot Cookies: hubspotapi, hubspotapi-csrf, hubspotapi-prefs	Functional	Used by HubSpot's embedded forms and APIs to prevent cross-site request forgery (CSRF) attacks and manage form preferences.	Up to 1 year
csrf.app	Necessary	Used by WordPress / HubSpot forms integrations to protect against CSRF attacks when submitting forms. Ensures that form submissions come from trusted users.	Session
_hs_do_not_track _hs_opt_out _hs_initial_opt_in	Functional	Remembers whether or not a visitor has opted out of tracking cookies	6 months
_hjSession_XXXXXX, _hjSessionUser_XXXXXX	Analytical	Set by Hotjar (often installed via WordPress) to track user behavior and page interactions anonymously for UX optimization.	<i>hjSessionUser</i> : 1 year / <i>hjSession</i> : 30 minutes
_cq_duid _cq_suid	Analytical	Integrated with HubSpot to track unique device and session IDs for conversion analytics	<i>cq_duid</i> : 6 months / <i>cq_suid</i> : Session
_hstc	Analytical	Main HubSpot tracking cookie. It tracks visitors, sessions and timestamps for analytics and marketing attribution	6 months

_hssrc	Analytical	HubSpot sets this cookie to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session	Session
_hssc	Analytical	HubSpot sets this cookie to keep track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the _hstc cookie. It contains the domain, viewCount and a session start timestamp	1 hour
_clck _conv_v _conv_r	Analytical	Used by HubSpot's analytics and conversion tracking tools to record click events, referral URLs and visitor navigation patterns across the site.	6 months
Hs_c2l IR_PI IR_gbd IR_12893	Analytical/ Functional	Used internally by HubSpot integrations and form tracking tools to ensure forms, links and embedded content function properly. These may store session identifiers and page interaction metadata	Session or up to 6 months
Persistent Form Cookie	Functional	Used by HubSpot's forms to persist visitor state and prevent duplicate submissions	Session or up to 6 months
Li_gc Bcookie lidc	Functional	These cookies are set by LinkedIn via the sharing or Insight Tag integration to enable sharing of website content on LinkedIn. These cookies help maintain functionality and measure usage of the share feature but are not used for advertising or retargeting.	Up to 6 months
_uetvid _uetsid	Functional	Set by LinkedIn Insight Tag to store and track visits for analytics and conversion measurement	1 year 1 day

FPAU FPID FPLC	Functional	Set by LinkedIn for analytics, security and to enable users to share content or interact with embedded LinkedIn features	3-6 months
_fbp	Functional	Used by Meta to distinguish and measure visits from Facebook and Instagram users for aggregated analytics	3 months

*Duration means the period that cookies are installed on your device. [At the expiry of this period or if you clear your cookies sooner, you will be asked to agree to the cookies again on our Website.]

How to manage cookies on our Website

[Where you have provided your consent to the use of certain cookies on our Website, you can withdraw your consent and deactivate non-essential cookies at any time by opening the cookie banner on our Website and changing your preferences.]

Most browsers and, in some cases, the settings on your mobile device, allow you to disable cookies if you would like to. Each browser is configured differently. To also disable cookies via your browser settings, you should follow the instructions given by the publisher of your browser.

If you disable or withdraw your consent to certain cookies, you may find that you have a less personalised experience on our Website and that certain parts of our Website do not work at all or do not work correctly. Some cookies are necessary to ensure our Website's functionality and security so they cannot be switched off.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

Privacy Policy

We are committed to using cookie and tracking technologies fairly and in accordance with applicable privacy rights. Our Privacy Policy can be accessed here <https://versana.io/privacy-policy/>.

Further information

If you have any queries relating to this Cookie Policy, please contact us at: info@versana.io

Changes to the Cookie Policy

If this Cookie Policy changes, the revised policy will include a new "last updated" date and will be posted on this page. Please check back regularly to keep informed of updates.

