Document Name
COOKIE POLICY

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Cookie is data that a website requests your browser to store on your device (computer, mobile device). Cookies enable the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep reentering them whenever you come back to the site or browse from one page to another. At SmartTel OU (Apifonica), we believe in being transparent about how we use your information. This policy provides the information about how and when we use cookies.

DOES SMARTTEL USE COOKIES?

Yes. As described in our Privacy Policy, we use cookies and other technologies to ensure that visitors to our site enjoy the best possible experience. Cookies also help us keep your account safe. By continuing to use our services, you are agreeing to the use of cookies and similar technologies for the purposes we describe in this policy.

HOW DO WE USE COOKIES?

We use two types: persistent cookies and session cookies. A persistent cookie helps us recognize you as an existing user, so it's easier to return to Apifonica.com. A persistent cookie stays in your browser and will be read by Apifonica.com or when you sign in or you return to the site. Session cookies only last for as long as the session (usually the current visit to a web site or a browser session).

ESSENTIAL COOKIES

These cookies are always on, as they're essential for making our website work, and making it safe. Without these cookies, website data will not work properly. These are essential cookies that do not require consent.

vuex (vuex.blog, vuex.content, vuex.countries_list, vuex.media, vuex.pricing, vuex.shop)	Local storage		Content of the website (website pages, blog articles, messages, notifications etc.). This data is stored in Local storage.

vuex.user.language	Cookie storage	30d	Website selected language. This data is stored in Cookie storage.
vuex.is_show_cookie_policy_notification	Cookie storage	30d	Notification message about cookies used. This data is stored in Cookie storage.
vuex.is_functionality_cookies	Cookie storage	30d	Functionality cookies usage. This data is stored in Cookie storage.
vuex.is_targeting_cookies	Cookie storage	30d	Marketing cookies usage. This data is stored in Cookie storage.
vuex.is_show_ebook_notification	Cookie storage	30d	Notification messages about e-book materials. This data is stored in Cookie storage.
vuex.is_show_event_notification	Cookie storage	30d	Notification messages about upcoming events. This data is stored in Cookie storage.

FUNCTIONALITY COOKIES

These cookies help us provide enhanced functionality and personalisation, and remember your settings.

vuex.user.ip	Cookie storage	30d	User Ip address. This data is stored in Cookie storage.
vuex.user.country	Cookie storage	30d	User country iso code. This data is stored in Cookie storage.
vuex.user.referral_url	Cookie storage	30d	Referral url address. This data is stored in Cookie storage.
vuex.user.utm.utm_source	Cookie storage	30d	Utm marks. This data is stored in Cookie storage.

vuex.user.utm.utm_medium	Cookie storage	30d	Utm marks. This data is stored in Cookie storage.
vuex.user.utm.utm_campaign	Cookie storage	30d	Utm marks. This data is stored in Cookie storage.
vuex.user.utm.utm_term	Cookie storage	30d	Utm marks. This data is stored in Cookie storage.
vuex.user.utm.utm_content	Cookie storage	30d	Utm marks. This data is stored in Cookie storage.
vuex.user.utm.utm_additional	Cookie storage	30d	Utm marks. This data is stored in Cookie storage.
vuex.user.gclid	Cookie storage	30d	Google Client Id. This data is stored in Cookie storage.

WHAT THIRD-PARTY COOKIES DOES SMARTTEL USE?

These are mostly analytics cookies, as well as cookies helping us with targeted promo and advertising campaigns. They all help us to understand how our visitors engage with the website and how to make our ads more effective.

We may use a set of cookies to collect information and report website usage statistics. In addition to reporting website usage statistics, data collected may also be used, together with some of the advertising cookies described, to help show more relevant ads across the web and to measure interactions with the ads we show. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on ad campaign performance; and to avoid showing ads the user has already seen.

Google Analytics	Cookie storage
Google Ads	Cookie storage
Hotjar	Cookie storage
Facebook	Cookie storage
LinkedIn Insights	Cookie storage
Hubspot	Cookie storage

Google Analytics

We use Google Analytics to track user behavior on our Site to understand how users use the Site.

_ga	**2 years**
fpid	**2 years**
_gat	**1 min**
_gid	**24 hours**
Used to differentiate users in Google Analytics.	
_gat_UA-, Used to limit the amount of data recorded by Google on high-traffic sites.	**2 years**
_gclxxxx, A cookie to track transitions for Google.	**90 days**
_dc_gtm_UA-xxxxxxxx, Used to upload scripts to our Site.	**seance**

Google Ads

With Google Ads, we engage our customers through Google's advertising network. To learn more about Google Ads, click here.

NID Use it to show and personalize ads, limit the number of times they are shown, turn off ads you no longer want to see, and measure ad effectiveness.	**6 months**
ANID Use it to show and personalize ads, limit the number of times they are shown, turn off ads you no longer want to see, and measure ad effectiveness.	**13 months (Europe), 2 years (in others countries)**
SID, HSID Used to record a user's Google Account ID and last login time. Used for authentication and security purposes.	**2 years**

DSID Used to identify and remember user preferences on non-Google sites.	**2 weeks**
_gads Used to display Google ads on the Site and measure their effectiveness.	**13 months**
gac, _gcl_, FPGCLAW Used to display Google ads on the Site and measure their effectiveness.	**90 days**
___Secure-3PSIDCC, ___Secure-3PSID, ___Secure-3PAPISID They are used to create a profile of users' interests in order to show relevant and personalized ads through retargeting.	**2 years**
SIDCC Used as a measure to protect user data from unauthorized access.	**6 months**
SEARCH_SAMESITE Prevents the browser from sending this cookie along with cross-site requests.	**constant**
SAPISID, SSID Used to collect user information for videos posted on YouTube.	**constant**
APISID Used to personalize ads based on recent searches and interactions.	**2 years**
1P_JAR Used in embedded YouTube videos to record view statistics.	**1 month**

Hotjar

We use Hotjar to track user behavior on our Site to understand how users use the Site. To learn more about Hotjar, click here.

_hjTLDTest Used to determine the most typical cookie path that can be used in place of the page hostname.	**seance**
_hjAbsoluteSessionInProgress Used to determine the user's first browsing session for the page.	**30 min**
_hjFirstSeen Used to identify a new user's first session on the Site.	**seance**
_hjIncludedInSessionSample **_hjIncludedInPageviewSample** Used to determine whether a user is included in the data sample, which is determined by the daily session limit for the Site.	**30 min**
_hjid Used as a unique user identifier.	**1 year**

LinkedIn Insights

These cookies enable the use of behavioral advertising and analytics on LinkedIn. To learn more about LinkedIn Insights, click here.

lidc Used to optimize data center selection.	**24 hours**
bscookie Used to save the 2FA state of a logged in user.	**2 years**
bcookie Used to uniquely identify devices for the purpose of fraud detection.	**2 years**
UserMatchHistory Used to synchronize LinkedIn Ads IDs.	**30 days**

lang Used to memorize the user's language settings.	**seance**
lissc Used to verify that the correct SameSite attribute is present for all cookies in this browser.	**1 year**

Facebook

These cookies and tracking pixels are used to analyze user activity online, track ad effectiveness, customize audiences, and improve ad retargeting. To learn more about Facebook tracking, click [here](#).

fr, _fbp Used by the Facebook platform to show personalized ads, and to track users on third-party websites with Facebook's social plugin.	**90 days**
ATN Used by the Facebook platform to show personalized ads, and to track users on third-party websites with Facebook's social plugin.	**2 years**
xs Used by the Facebook platform to show personalized ads, and to track users on third-party websites with Facebook's social plugin.	**1 year**
c_user, xs Used by the Facebook platform to show personalized ads, and to track users on third-party websites with Facebook's social plugin.	**1 year**
spin Used by the Facebook platform to show personalized ads, and to track users on third-party websites with Facebook's social plugin.	**1 day**
locale Used by the Facebook platform to show personalized ads, and to track users on third-party websites with Facebook's social plugin.	**7 days**

oo Used by the Facebook platform to manage opt-out settings.	**5 years**
wd, dpr Used by the Facebook platform to measure performance.	**7 days**
sb, datr Used by the Facebook platform for security purposes.	**2 years**

HubSpot

We used HubSpot as our Sales and Marketing CRM and it is integrated with our website to track the behavior of existing CRM contacts on our website.

Essential cookies that do not require consent:

___hs_opt_out This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again. This cookie is set when you give visitors the choice to opt out of cookies. It contains the string "yes" or "no".	**6 months**
___hs_do_not_track This cookie can be set to prevent the tracking code from sending any information to HubSpot. It contains the string "yes".	**6 months**
___hs_initial_opt_in This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode. It contains the string "yes" or "no".	**in seven days.**
___hs_cookie_cat_pref This cookie is used to record the categories a visitor consented to. It contains data on the consented categories.	**6 months**

__hs_gpc_banner_dismiss This cookie is used when the Global Privacy Control banner is dismissed. It contains the string "yes" or "no".	**180 days.**
hs_ab_test This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before. It contains the id of the A/B test page and the id of the variation that was chosen for the visitor.	**It expires at the end of the session.**
\<id\>_key When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again. The cookie name is unique for each password-protected page. It contains an encrypted version of the password so future visits to the page will not require the password again.	**14 days**
hs-messages-is-open This cookie is used to determine and save whether the chat widget is open for future visits. It is set in your visitor's browser when they start a new chat, and resets to re-close the widget after 30 minutes of inactivity. If your visitor manually closes the chat widget, it will prevent the widget from re-opening on subsequent page loads in that browser session for 30 minutes. It contains a boolean value of True if present.	**30 minutes**
hs-messages-hide-welcome-message This cookie is used to prevent the chat widget welcome message from appearing again for one day after it is dismissed. It contains a boolean value of True or False.	**one day**
__hsmem This cookie is set when visitors log in to a HubSpot-hosted site. It contains encrypted data that identifies the membership user when they are currently logged in.	**7 days**

hs-membership-csrf This cookie is used to ensure that content membership logins cannot be forged. It contains a random string of letters and numbers used to verify that a membership login is authentic.	**It expires at the end of the session**
hs_langswitcher_choice This cookie is used to save a visitor's selected language choice when viewing pages in multiple languages. It is set when a visitor selects a language from the language switcher and is used as a language preference to redirect them to sites in their chosen language in the future if they are available. It contains a colon delimited string with the ISO639 language code choice on the left and the top level private domain it applies to on the right. An example will be "EN-US:hubspot.com".	**two years**
__cfruid This cookie is set by HubSpot's CDN provider because of their rate limiting policies. Learn more about Cloudflare cookies.	**It expires at the end of the session.**
__cf_bm This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection.Learn more about Cloudflare cookies.	**30 minutes**

Analytics cookies are non-essential cookies controlled by the cookie banner. If you're a visitor to a site supported by HubSpot, you can opt out of these cookies by not giving consent:

__hstc The main cookie for tracking visitors. It contains the domain, hubspotutk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	**6 months**
hubspotutk This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.	**6 months**

___hssc This cookie keeps 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 (increments each pageView in a session), and session start timestamp.	**30 minutes**
___hssrc Whenever HubSpot changes the session cookie, this cookie is also set 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. It contains the value "1" when present.	**at the end of the session**

HOW TO CONTROL COOKIES

You can control and/or delete cookies as you wish – for details, see aboutcookies.org. 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.