

Cookie Policy

Effective Date: April 3, 2025

This Cookie Policy describes the different types of cookies and similar technologies that may be applied on the **Impact** website (weareimpact.global).

What is a Cookie?

Cookies are small text files that are stored on your device when you visit a website. They help websites remember your preferences, improve your user experience, and provide insights into how websites are used. You can find more information about cookies at:

- www.allaboutcookies.org
- www.youronlinechoices.eu

Cookies can be categorized as **session cookies** (which expire when you close your browser) or **persistent cookies** (which remain on your device for a set period). They may be set by the website you are visiting (**first-party cookies**) or by other services providing content on that page (**third-party cookies**).

Cookies Used on This Site

Impact ("we", "us", "our") uses both first-party and third-party cookies to enhance user experience, improve site performance, and gather insights into website usage. These cookies help us provide a functional and efficient website while respecting user privacy.

By continuing to browse the Site you are agreeing to our use of cookies and the cookies notice at the top of your browser will disappear. If you block our use of cookies, you may be unable to access certain areas of our Site and certain functions and pages will not work in the usual way. Doing so may also affect our ability to update this Site to cater for user preferences and improve its performance.

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.

wpEmojiSettingsSupports	session	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on their subsequent visits to this site. It does not collect or store any personal information of the site visitors.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
li_gc	6 months	Linkedin set this cookie for storing visitor's consent regarding using cookies for non-essential purposes.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
_gcl_au	3 months	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.
ga*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_gid	1 day	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of

		visitors, their source, and the pages they visit anonymously.
_gat_UA-*	1 minute	Google Analytics sets this cookie for user behaviour tracking.
_fbp	3 months	Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.
CLID	1 year	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.
_clck	1 year	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.
_clsk	1 day	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.
__hstc	6 months	This is the main cookie set by Hubspot, for tracking visitors. It contains the domain, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).
hubspotutk	6 months	HubSpot sets this cookie to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.
SM	session	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.
MR	7 days	This cookie, set by Bing, is used to collect user information for analytics purposes.
__hssrc	session	This cookie is set by Hubspot whenever it changes the session cookie. The __hssrc cookie set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.
__hssc	1 hour	HubSpot sets this cookie to keep track of sessions and to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.

IDE	1 year 24 days	Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile.
AnalyticsSyncHistory	1 month	LinkedIn set this cookie to store information about the time a sync took place with the lms_analytics cookie.
UserMatchHistory	1 month	LinkedIn sets this cookie for LinkedIn Ads ID syncing.
bcookie	1 year	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description
lidc	1 day	LinkedIn sets the lidc cookie to facilitate data center selection.
_cfuvid	session	Calendly sets this cookie to track users across sessions to optimize user experience by maintaining session consistency and providing personalized services

Advertisement

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

Cookie	Duration	Description
bscookie	1 year	LinkedIn sets this cookie to store performed actions on the website.
MUID	1 year 24 days	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.
ANONCHK	10 minutes	The ANONCHK cookie, set by Bing, is used to store a user's session ID and also verify the clicks from ads on the Bing search engine. The cookie helps in reporting and personalization as well.
_uetsid	1 day	Bing Ads sets this cookie to engage with a user that has previously visited the website.

_uetvid	1 year 24 days	Bing Ads sets this cookie to engage with a user that has previously visited the website.
SRM_B	1 year 24 days	Used by Microsoft Advertising as a unique ID for visitors.
li_sugr	3 months	LinkedIn sets this cookie to collect user behaviour data to optimise the website and make advertisements on the website more relevant.
fr	3 months	Facebook sets this cookie to show relevant advertisements by tracking user behaviour across the web, on sites with Facebook pixel or Facebook social plugin.

Managing Cookies

By continuing to browse weareimpact.global, you consent to our use of cookies. However, you can manage your cookie preferences in the following ways:

- Adjust browser settings to block or delete cookies.
- Use the cookie preference settings on our website to control which cookies are enabled.
- Visit www.youronlinechoices.eu to manage third-party advertising cookies.

Blocking or disabling some cookies may impact website functionality and limit access to certain features.

Updates to This Policy

We may update this Cookie Policy periodically. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy regularly.

For more details on how we handle personal data, please refer to our Privacy Policy.

If you have any questions, contact us at:

Email: info@weareimpact.global

Website: weareimpact.global