

Cookie Policy

1. Overview

This Cookie Policy explains how Pontica Solutions AD ("Company", "we", "us" or "our") uses cookies and similar technologies on our website.

It should be read together with our Privacy Policy at [Privacy Policy - Pontica Solutions](#), which explains how we process personal data, your data protection rights, and how to contact us.

A cookie is a small data file that a website stores on your browser. Each time your browser requests a new page, the information contained in the cookie is exchanged between the browser and the website. Cookies enable websites to recognize your device upon return visits and to remember your preferences, as well as certain aspects of your browsing behavior. We may engage third parties to support our understanding of how our website is used. These parties may have access to certain information which is used in connection with supporting our business activities.

2. What type of cookies do we use?

A. Strictly necessary

Strictly necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of website. The website cannot function properly without these cookies.

B. Preferences

Preferences cookies enable a website to remember information that changes the way website behaves or looks, like your preferred language or the region that you are in.

C. Statistics

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

D. Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby move valuable for publishers and third-party advertisers.

E. Unclassified

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

3. Your cookie choices

When you first visit our website, we ask you to choose whether to allow, deny, or customize your preferences.

You can select between:

- **Allow** - allows all cookie categories described in this policy;
- **Deny** - rejects all cookies that are not strictly necessary;
- **Customize** - lets you choose cookie categories separately

You can change your cookies preferences and/or withdraw your consent at any time by clicking Cookie Settings.

Withdrawing consent does not affect the lawfulness of processing based on consent before it was withdrawn.

4. How long do cookies last

Cookies may be:

- **Session cookies**, which expire when you close your browser.
- **Persistent cookies**, which remain on your device for a set period or until you delete them.

We set cookie durations according to the purpose of the cookie. We do not keep cookies longer than necessary for the purpose for which they are used.

Specific durations are listed in the cookie table below.

5. Categories of cookies

We categorize our cookies as follows:

A. Strictly necessary cookies:

Name	Provider	Purpose	Maximum Storage Duration	Type
__cf_bm	player.vimeo.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	HTTP Cookie
_cfuvid	vimeo.com	This cookie is part of the services provided by Cloudflare – including load-	Session	HTTP Cookie

		balancing, deliverance of website content and serving DNS connection for website operators.		
_zcsr_tmp	crm.zoho.eu	This cookie is necessary for the login function on the website.	Session	HTTP Cookie
CookieConsent	consent.cookiebot.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
crmcsr	crm.zoho.eu	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.	Session	HTTP Cookie
rc::a	player.vimeo.com	The cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent	HTML Local Storage
rc::c	player.vimeo.com	This cookie is used to distinguish between humans and bots	Session	HTML Local Storage
test_cookie	www.googletagmanager.com	Used to check if the user's browser support cookies	1 day	HTTP Cookie

B. Preferences

Name	Provider	Purpose	Maximum Storage Duration	Type
pll_language	ponticasolutions.com	This cookie is used to determine the preferred language of the visitor and sets the language accordingly on the website, if possible.	1 year	HTTP Cookie

C. Statistics

Name	Provider	Purpose	Maximum Storage Duration	Type
_clk	scripts.clarity.ms	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year	HTTP Cookie
_clsk	scripts_clarity.ms	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	1 day	HTTP Cookie
_ga	www.googletagmanager.com	Registers a unique ID that is used to generate statistical data	2 years	HTTP Cookie

		on how the visitor uses the website.		
ga#	www.googletagmanager.com	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	HTTP Cookie

D. Marketing

Name	Provider	Purpose	Maximum Storage Duration	Type
[empty name]	tr.lfeeder.com	Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can also be used create leads for marketing purposes.	Session	Pixel Tracker
__Secure-BUCKET	www.youtube.com	Unclassified	180 days	HTTP Cookie
__Secure-ROLLOUT_TOKEN	youtube.com	Unclassified	180 days	HTTP Cookie
__Secure-YEC	www.youtube.com	Stores the user's video player preferences using embedded YouTube video	Session	HTTP Cookie
__Secure-YNID	youtube.com	Unclassified	180 days	HTTP Cookie
_fbcc	connect.facebook.net	This cookie is used by Facebook to target	3 months	HTTP Cookie

		advertisement based on user behavior and preferences across multiple websites. The cookie contains an encrypted ID which allows Facebook to identify the user across websites.		
_fbp	connect.facebook.net	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
_gcl_au	www.googletagmanager.com	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	3 months	HTTP Cookie
_gcl_ls	www.googletagmanager.com	Tracks the conversion rate between the user and the advertisement banners on the website – This serves to optimise the relevance of the advertisements on the website.	Persistent	HTML Local Storage
_lfa	sc.lfeeder.com	Used in context with Account-Based-Marketing (ABM). The cookie registers data such as IP-addresses, time spent on the website and page requests for the visit. This is used for retargeting of multiple	1 year	HTTP Cookie

		users rooting from the same IP-addresses. ABM usually facilitates B2B marketing purposes.		
_lfa	sc.lfeeder.com	Used in context with Account-Based-Marketing (ABM). The cookie registers data such as IP-addresses, time spent on the website and page requests for the visit. This is used for retargeting of multiple users rooting from the same IP-addresses. ABM usually facilitates B2B marketing purposes.	Persistent	HTML Local Storage
_lfa_expiry	sc.lfeeder.com	Contains the expiry-date for the cookie with corresponding name	Persistent	HTML Local Storage
_lfa_test_cookie_stored	sc.lfeeder.com	Used in context with Account-Based-Marketing (ABM). The cookie registers data such as IP-addresses, time spent on the website and page requests for the visit. This is used for retargeting of multiple users rooting from the same IP-addresses. ABM usually facilitates B2B marketing purposes.	Session	HTTP Cookie

bcookie	linkedin.com	Used in order to detect spam and improve the website's security.	1 year	HTTP Cookie
gclid	crm.zoho.eu	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	30 days	HTTP Cookie
IDE	doubleclick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an add and to present targeted ads to the user.	400 days	HTTP Cookie
LAST_RESULT_ENTRY_KEY	www.youtube.com	Used to track user's interaction with embedded content.	Session	HTTP Cookie
lastExternalReferer	connect.facebook.net	Detects how the user reached the website by registering their last URL-address.	Persistent	HTML Local Storage
lastExternalRefererTime	connect.facebook.net	Detects how the user reached the website by registering their last URL-address.	Persistent	HTML Local Storage
li_gc	linkedin.com	Stores the user's cookie consent state for the current domain	180 days	HTTP Cookie
lidc	linkedin.com	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to	1 day	HTTP Cookie

		optimize user experience.		
log/error	connect.facebook.net	Used to detect and log potential tracking errors.	Session	Pixel Tracker
LogsDatabaseV2:V# LogsRequestsStore	www.youtube.com	Used to track user's interaction with embedded content.	Persistent	IndexedDB
pagead/1p-user-list/#	www.googletagmanager.com	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.	Session	Pixel Tracker
ServiceWorkerLogsDatabase#SWHealthLog	www.youtube.com	Necessary for the implementation and functionality of YouTube video-content on the website.	Persistent	IndexedDB
TESTCOOKIESENABLED	www.youtube.com	Used to track user's interaction with embedded content.	1 day	HTTP Cookie
VISITOR_INFO1_LIVE	youtube.com	Unclassified	180 days	HTTP Cookie
YSC	youtube.com	Unclassified	Session	HTTP Cookie
yt-icons-last-purged	www.youtube.com	Necessary for the implementation and functionality of YouTube video-content on the website.	Persistent	HTML Local Storage
YtldbMeta#databases	www.youtube.com	Used to track user's interaction with embedded content.	Persistent	IndexedDB

E. Unclassified

Name	Provider	Purpose	Maximum Storage Duration	Type
multiFbc	connect.facebook.net	Unclassified	Persistent	HTML Local Storage
zalb_#	crm.zoho.eu	Unclassified	Session	HTTP Cookie

6. Updates to this Policy

We may update this Cookie Policy from time to time. Check the “Last Updated” date at the top and bottom of this page to see when this Cookie Notice was last changed. Any changes take effect when the updated notice is posted on our website.

For questions about this Cookie Policy, please contact security@ponticasolutions.com