Cookie Policy

Effective from 29 February 2024 | Version 02.24

This Cookie Policy explains what cookies are, how we use them on the Immersive Labs website (the **Website**) and on the Immersive Labs Platform (the **Platform**), and your options for controlling them. Our Website and Platform use cookies to distinguish you from other users and help us to deliver a good browsing experience, whilst also allowing us to improve their overall quality. By continuing to browse the Website or Platform, you are agreeing to our use of cookies.

1. WHAT ARE COOKIES?

Cookies are small pieces of information that include a unique reference code that a website transfers to your device to store and sometimes track information about you. A number of cookies we use last only for the duration of your web session ("**session cookies**") and expire when you close your browser. Other cookies are used, for example, to remember you when you return to the site and will last for longer ("**persistent cookies**"). Cookies are uniquely assigned to your device and are sent back to the originating website on each subsequent visit (if they last longer than a web session) or to another website that recognizes that cookie.

You can learn more about cookies in general by visiting www.allaboutcookies.org. This site provides more useful information on what they are and how to block them using different types of browsers. For information on interest-based advertising and the measures you can take to protect your privacy online, you can visit www.youronlinechoices.com.

Our Platform and Website use first-party and third-party cookies to provide services and resources you may have requested during your navigation. We classify these cookies into the following categories:

- Strictly necessary cookies as the ones to provide the service, application, and other essential functionalities of our Website or Platform.

- Functional cookies as the ones to provide enhanced performance for some Website or Platform resources and services as well as sometimes to adopt a higher level of personalization on user experience.

- Performance cookies as the ones to provide quantitative measurement of our Website and Platform and their resources used for purposes like troubleshooting and analytics.

- Targeting cookies as the ones to provide behavioral advertising and re-marketing of analytical data.

2. WHAT COOKIES DO WE USE ON THE PLATFORM?

The content of this section applies specifically to our Platform environment (e.g., immersivelabs.online).

Strictly Necessary Cookies

These cookies are set to provide the service, application, or resource requested. Without these cookies, your request cannot be delivered appropriately, and our Website or Platform may not function as expected or in a secure way. These trackers are set to manage essential actions, such as requesting website visual elements, page resources, or user login/logoff. We can also use these cookies to set up essential functionalities to guarantee the security and efficiency of the service requested, like authentication and load balancer requests.

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.online	_dd_s	First-party	When the browsing session ends.	Used to group all events generated from a unique user session across multiple pages. It contains the current session ID, whether the session is excluded from sampling, and the expiration date of the session.
Onetrust.com	cookie_preferences_set	First-party	1 year	Allows us to know that you've saved your cookie consent settings.
	cookie_preferences	First-party	When the browsing session ends.	Saves your cookie consent settings.

Functional Cookies

These cookies are set by us or by third party service providers we use to implement additional functionalities or to enhance features and performance. However, they are not directly related to the service you requested. Services and functionalities implemented by these cookies support features like an automatically filled text box, live web chat platform, non-necessary forms, and optional security parameters like a single sign-on (**SSO**).

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.online	user-last-visit	First-party	1 year	Records the date of the user's last visit based on the last activity cookie.

Analytical/Performance

These cookies are set to provide quantitative measures of Website and Platform visitors. Information collected with these cookies is used in operations to measure website or software Key Performance Indicators (**KPIs**), such as for Website or Platform performance, troubleshooting, or analytics. With these cookies, we can count visits and traffic sources to improve the performance of our Website and our ads and Platform. If you do not allow these cookies, we will not know when you have visited our website.

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.online	apt.sid	First-party	30 mins of inactivity	This is a PX Cookie from Gainsight. It collects aggregated information of your session, such as your browsing time, access metrics (open, forwards, clicks), timestamp for your activity, and Platform usage history.
	apt.uid	First-party	1 year	This is a PX Cookie from Gainsight. It aggregates the information collected from each session in a single reference based on your Tenant GUID. This information is used to provide customized services based in the experience you have using our application as well as to improve your usage of our product. You can find more information below in the subsection "The use of Gainsight services".
	_ga	First-party	2 years	Registers a unique ID that allows us to distinguish one visitor from another and store and count page views.
	_ga_9D7942LRR8	First-party	2 years	Registers a unique ID that allows us to distinguish one visitor from another.

3.   WHAT COOKIES DO WE USE ON THE WEBSITE?

The content of this section applies specifically to our website (e.g., immersivelabs.com).

Strictly Necessary Cookies

These cookies are set to provide the service, application, or resource requested. Without these cookies, your request cannot be delivered appropriately, and our Website or Platform may not function as expected or in a secure way. These trackers are set to manage essential actions, such as requesting website visual elements, page resources, or user login/logoff. We can also use these cookies to set up essential functionalities to guarantee the security and efficiency of the service requested, like authentication and load balancer requests.

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.com	OptanonConsent	First-party	1 year	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies our Website uses and whether visitors have given or withdrawn consent for the use of each category. This enables us to prevent cookies in each category from being set in the user's browser when consent is not given.
	OptanonAlertBoxClosed	First-party	1 year	This cookie is set by the cookie compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and sometimes only when they actively close the notice down. It enables us to not show the message more than once to a user.
	_dc_gtm_UA-xxxxxxxx	First-party	A few seconds	This cookie is associated with Google Tag Manager to load other scripts and code into a page. Without it, other scripts may not function correctly.

Host	Cookie name	Cookies used	Expiration	Function
g2crowd.com	__cf_bm	Third party	A few seconds	This cookie helps manage incoming traffic that matches criteria associated with bots.

Functional Cookies

These cookies are set by us or by third party service providers we use to implement additional functionalities or to enhance features and performance. However, they are not directly related to the service you requested. Services and functionalities implemented by these cookies support features like an automatically filled text box, live web chat platform, non-necessary forms, and optional security parameters.

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.com	hubspotutk	First party	5 months	The cookie's purpose is user authentication. As a persistent rather than a session cookie it cannot be classified as Strictly Necessary.
	_gd#############	First party	2 years	This cookie contains no identifying information and is used for diagnostic purposes by Impact Radius, a service we use to track signup commissions for our affiliate program. We have categorized it under Functionality because it is necessary for the operation of our affiliate program.

Analytics/Performance Cookies

These cookies are set to provide quantitative measures of Website and Platform visitors. Information collected with these cookies is used in operations to measure website or software Key Performance Indicators (**KPIs**), such as for Website or Platform performance, troubleshooting, or analytics. With these cookies, we can count visits and traffic sources to improve the performance of our Website and our ads and Platform. If you do not allow these cookies, we will not know when you have visited our website.

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.com	_ga	First-party	1 year	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for our Website analytics reports.
	_hjSessionUser_2393129	First-party	1 year	This cookie ensures that behavior in subsequent visits to our Website will be attributed to the same user ID.
	_gid	First-party	A few seconds	This cookie stores and updates a unique value for each page visited by a user of the Website.
	_hjFirstSeen	First-party	A few seconds	Identifies a new user's first session on the Website.

	AMP_TOKEN	First-party	A few seconds	This cookie contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
	_hjSession_2393129	First-party	A few seconds	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same session.
	_gclxxxx	First-party	2 months	Google conversion tracking cookie
	_ga_xxxxxxxxxx	First-party	1 year	To generate statistical data on how the visitor uses the Website
	__hssc	First-party	A few seconds	Used for website analytics.
	__hstc	First-party	5 months	Used for website analytics.
	_hjTLDTest	First-party	Session	Enables cookies to be shared across subdomains.
	_hjAbsoluteSessionInProgress	First-party	A few seconds	This cookie is used to detect the first pageview session of a user.
	__hssrc	First-party	Session	Used for website analytics.

Host	Cookie name	Cookies used	Expiration	Function
tracking.g2crowd.com	_session_id	Third-party	13 days	This cookie creates an interim session ID used as an in-session user ID.
linkedin.com	AnalyticsSyncHistory	Third-party	1 month	Used for website analytics.

Targeting Cookies

Our advertising partners set these cookies to provide behavioral advertising and re-marketing analytical data. They collect any type of browsing information necessary to create profiles and understand user habits to develop an individual and specific advertising routine. The profile created regarding your browsing interest and behavior is used to customize the ads you see when you access other websites.

Host	Cookie name	Cookies used	Expiration	Function
Immersivelabs.com	ln_or	First-party	A few seconds	This is a LinkedIn cookie used to determine if Oribi analytics can be carried out on a specific domain
6sc.co	6suuid	Third-party	1 year	This cookie is primarily used for tracking and targeted advertising.
t.co	muc_ads	Third-party	1 year	This cookie is primarily used for tracking and targeted advertising.
doubleclick.net	test_cookie	Third-party	A few seconds	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.
linkedin.com	bcookie	Third-party	2 years	This cookie is primarily used for tracking and targeted advertising.
	lidc	Third-party	A few seconds	This cookie is primarily used for tracking and targeted advertising.
	li_gc	Third-party	1 year	This cookie is primarily used for tracking and targeted advertising.
	bscookie	Third-party	2 years	This cookie is primarily used for tracking and targeted advertising.

twitter.com	personalization_id	Third-party	1 year	This cookie is primarily used for tracking and targeted advertising.
linkedin.com	li_sugr	Third-party	2 months	This cookie is primarily used for tracking and targeted advertising.
doubleclick.net	IDE	Third-party	1 year	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange
linkedin.com	UserMatchHistory	Third-party	1 month	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.

4. YOUR CHOICES

Some cookies may be controlled by using your web browser settings. Most web browsers automatically accept cookies, but if you prefer, you can change your browser to erase cookies or prevent automatic acceptance. Please note, however, that if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our Website and/or Platform.

5. CHANGES

We may change the type of third-party service providers that place cookies on our Platform and Website and amend this cookie policy at any time by posting the amended version on our Website. Unless applicable laws require additional notice or consent, this will serve as your notification of these changes.

Some of the provisions in this cookie policy may also be superseded by provisions or notices published elsewhere on our Website.

6. CONTACT US

If you have any questions or concerns, please contact legal@immersivelabs.com.

This cookie policy was updated in February 2024. For previous versions, please email legal@immersivelabs.com.

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