Cookie Notice

Last updated: 15 July 2022

1. What are Cookies?

A cookie is a small piece of data (text file) that a website when visited by a user asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first party cookies. We also use third party cookies which are cookies from a domain different than the domain of the website you are visiting for our promotional and marketing purposes.

2. How does SpinetiX use Cookies?

On the spinetix.com website, we use cookies to make sense of the content on our website that you are interested in and to remember you if you choose to return to the website. Information in cookies we use is encrypted and anonymous. In some cases, the information provided by cookies helps us optimize the website for better user experience. In other cases, the cookies directly provide a customized experience on the website. For instance, cookies help us understand the path you take when browsing through the website.

We do not use cookies to gather information unnecessarily. Also, cookies we use cannot in any way harm your computer. For example, we do not store cookies on your computer that contain identifiable information like credit card details.

The tables below summarize the cookies our website may place on your computer or device when you visit spinetix.com. More specifically, we use cookies and other tracking technologies for the following purposes:

STRICTLY NECESSARY COOKIES

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work.

Cookie Name	Host	Type	Description	Lifespan
OptanonAlertBoxClosed	.spinetix.com	1st Party	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and, in some cases, only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one-year lifespan and contains no personal information.	180 Days
OptanonConsent	.spinetix.com	1st Party	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the user's browser when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	180 Days

__zlcstore	support.spinetix.com	1st Party	We use Zendesk as our Live Chat service; this cookie allows us to communicate with you via Live Chat. Zendesk.	A Few Seconds

PERFORMANCE COOKIES

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

Cookie Name	Host	Type	Description	Lifespan
_ga	spinetix.com	1st Party	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. 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 the sites analytics reports. By default it is set to expire after 2 years, although this is customizable by website owners.	730 Days
_gat_UA-nnnnnnn-nn	spinetix.com	1st Party	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	1 Minute

_gid	spinetix.com	1st Party	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	1 Day
__utma	support.spinetix.com	1st Party	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behavior and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customized by website owners.	2 Years
__utmb	support.spinetix.com	1st Party	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behavior and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30-minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.	A Few Seconds
__utmc	support.spinetix.com	1st Party	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behavior and measure site performance. It	Session

			is not used in most sites but is set to enable interoperability with the older version of Google Analytics code known as Urchin. In this older version this was used in combination with the __utmb cookie to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.	
__utmt	support.spinetix.com	1st Party	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes.	A Few Seconds
__utmz	support.spinetix.com	1st Party	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behavior measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	180 Days
_utmv#########	support.spinetix.com	1st Party	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom	730 Days

			variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	

FUNCTIONAL COOKIES

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Cookie Name	Host	Type	Description	Lifespan
vuid	vimeo.com	3rd Party	Vimeo installs this cookie to collect tracking information by setting a unique ID to embed videos to the website. This domain is owned by Vimeo. The main business activity is: Video Hosting/Sharing	730 Days
MicrosoftApplicationsTelemetry DeviceId	forms.office.com	3rd Party	Associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform.	365 Days
ai_session	forms.office.com	3rd Party	This is a unique anonymous session identifier cookie.	365 Days
usenewauthrollout	forms.office.com	3rd Party	This cookie stores visitor credentials in an encrypted cookie in order to allow the visitor to stay logged in on reentry, if the visitor has accepted the 'stay logged in'-button.	30 Days
usenewrpsauthrollout	forms.office.com	3rd Party	This cookie stores visitor credentials in an encrypted cookie in order to allow the visitor to stay logged in on reentry, if the visitor has accepted the 'stay logged in'-button.	30 Days

DcLcid	forms.office.com	3rd Party	Saves language preference. Used to implement Microsoft-forms on the website.	91 Days
FormsWebSessionId	forms.office.com	3rd Party	The cookie is used if the visitor has filled in personal information on a formula. This information will be filled in automatically on other formulas. This process is used to optimize visitor experience.	30 Days
MSFPC	forms.office.com	3rd Party	Critical service cookie to analyse service usage anonymously and aggregated for statistical purpose.	365 Days
__RequestVerificationToken	forms.office.com	3rd Party	This cookie is set by web application built in ASP.NET MVC Technologies. This is an anti-forgery cookie used for preventing cross site request forgery attacks.	Session
SM	c.office.com	3rd Party	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	Session
atlassian.xsrf.token	spinetix.atlassian. net	3rd Party	This cookie helps prevent XSRF attacks. Ensures that during a user's session, browser requests sent to a server originated from that server. For more information about XSRF checking, see Form Token Checking on the Atlassian Developers site. The cookie contains a securely generated random string (i.e. token) and a flag indicating whether or not the user was logged in at the time the token was generated.	Session
__zlcid	static.zdassets.co m	3rd Party	We use Zendesk as our Live Chat service; this cookie allows us to communicate with you via Live Chat. Zendesk. It sets the cookies to store the Live Chat ID	A Few Seconds

			used to identify a device across visits.	
__zlcmid	support.spinetix.com	1st Party	We use Zendesk as our Live Chat service; this cookie allows us to communicate with you via Live Chat. Zendesk. It sets the cookies to store the Live Chat ID used to identify a device across visits.	365 days
AWSALB	widget-mediator.zopim.com	3rd Party	We use Zendesk as our Live Chat service; this cookie allows us to communicate with you via Live Chat. Zendesk. This cookie is the AWS ELB application load balancer.	7 Days
AWSALBCORS	widget-mediator.zopim.com	3rd Party	We use Zendesk as our Live Chat service; this cookie allows us to communicate with you via Live Chat. Zendesk. This cookie is managed by AWS and is used for load balancing.	7 Days

TARGETING COOKIES

These cookies can be used to deliver marketing campaigns by SpinetiX and SpinetiX partners that are relevant to you, and can be used to chart the effectiveness of an ad campaign by tracking users' clicks.

Cookie Name	Host	Type	Description	Lifespan
_gclxxxx	spinetix.com	1st Party	The _gcl cookie stores campaign information in order to provide Google Ads with a more reliable way to measure the interactions customers have with our business. Analytics writes campaign information to the _gcl cookie when a user opens a page on our site via a URL that employs Google Ads auto-tagging.	90 Days
SRM_B	c.bing.com	3rd Party	This cookie is installed by Microsoft Bing. This domain is owned by Microsoft - it is the site for the search engine Bing.	390 Days
test_cookie	doubleclick.net	3rd Party	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 Minutes
MC1	microsoft.com	3rd Party	This domain is owned by Microsoft. The main business activity is: Advertising / Tracking.	365 Days
lidc	linkedin.com	3rd Party	Used to facilitate data center selection.	1 Day
MUID	bing.com	3rd Party	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. It is used to identify different anonymous users. Critical service cookie to analyze service usage anonymously and aggregated for statistical purpose.	390 Days
ANONCHK	c.office.com	3rd Party	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.	10 Minutes
MS0	.microsoft.com	3rd Party	This cookie is set by Microsoft to identify a particular session. It stores the session identification cookie.	Session

SOCIAL MEDIA COOKIES

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Cookie Name	Host	Type	Description	Lifespan
_fbp	spinetix.com	1st Party	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	90 Days
lang	linkedin.com	3rd Party	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.	Session
lang	ads.linkedin.com	3rd Party	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.	Session
bcookie	linkedin.com	3rd Party	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.	731 Days
li_gc	linkedin.com	3rd Party	Used to store consent of guests regarding the use of cookies for non-essential purposes.	725 Days
bscookie	www.linkedin.com	3rd Party	Used for remembering that a logged in user is verified by two factor authentication.	731 Days
AnalyticsSyncHistory	linkedin.com	3rd Party	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	30 Days

UserMatchHistory	linkedin.com	3rd Party	LinkedIn Ads ID syncing.	30 Days
_gu	widgets.getsitecontrol.com	3rd Party	This cookie is set by the provider Getsitecontrol. This cookie is used to distinguish the users.	365 Days
_gs	widgets.getsitecontrol.com	3rd Party	This cookie is set by the provider Getsitecontrol. This cookie is used to identify the users browser, operating system, IP address and the page on the website they are viewing.	Session
_gw	widgets.getsitecontrol.com	3rd Party	This cookie is set by the provider Getsitecontrol. This cookie records widgets previously displayed to the user.	365 Days
VISITOR_INFO1_LIVE	youtube.com	3rd Party	This cookie is used as a unique identifier to track viewing of videos.	180 Days
YSC	youtube.com	3rd Party	YSC cookie is set by YouTube and is used to track the views of embedded videos on YouTube pages.	Session
CONSENT	youtube.com	3rd Party	These cookies are set via embedded YouTube videos. They register anonymous statistical data on for example how many times the video is displayed and what settings are used for playback. No sensitive data is collected unless you log in to your google account, in that case your choices are linked with your account, for example if you click "like" on a video.	5919 Days

3. How can I change my cookie preferences?

Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the "COOKIE SETTINGS" button below to find out more and change your default cookie settings for spinetix.com. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer.

4. How can I disable or delete cookies from my PC?

You can set your internet browser to notify you when you receive a cookie (see details below). This allows you to reject or accept cookies. If you disable or reject cookies, some of the services and features of our website may not function properly. Deleting cookies will affect your experience on most websites you've already visited. For example, if you delete all cookies and you previously logged in to Facebook or Twitter, your account sessions will be closed and you'd need to log in again.

If you continue to use our website without changing your browser settings, we will assume you are consenting to our use of cookies.

Nevertheless, if you want to delete cookies from your PC, please follow the instructions below depending on the web browser you use:

- [Delete cookies in Chrome](#)

- [Delete cookies in Firefox](#)

- [Delete cookies in Internet Explorer](#)

- [Delete cookies in Safari](#)

- [Delete cookies in Microsoft Edge web browser](#)

- [Delete cookies in Opera browser](#)

5. Further information about cookies

If you'd like to learn more about cookies and how to manage them, visit the following pages:

- http://www.aboutcookies.org/

- http://docs.woothemes.com/document/woocommerce-cookies/

- https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage