VERSION CONTROL

Current Version	2.0
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Classification	Internal Use

Version Number	Date of Release	Nature / Description of Change	Prepared / Changed By	Approved By
1.0	01/06/2022	First Release of Policy	Partha Talukdar	Anjan Pathak
2.0	01/06/2023	Annual Review	Partha Talukdar	Anjan Pathak

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Reviewed By: Subhendu Gogoi
Approved By: Anjan Pathak

The Cookies Notice explains how Vantagecircle uses cookies and similar technologies in the course of our business, through our website Vantagecircle. It explains what these technologies are, and why we use them, as well as your rights to control our use of them.

1. WHAT IS A COOKIE?

Cookies are small text files that a website asks the user's browser to save on the user's system/device, when a user visits the website, in order to remember the user's device upon revisiting the website or during the session. Cookies set up by the domain Vantagecircle, are called first-party cookies and cookies set by other domain(s) than the website(s) you are visiting are termed as third-party cookies. Third-party cookies are generally used for marketing and advertising purposes.

2. PURPOSE OF USING COOKIES?

Our website https://www.vantagecircle.com/ ("Vantagecircle" or "We" or "Our" or "Website") uses cookies and other tracking technologies for the following purposes:

1.   To analyze your use of our website
2.   For promotional and marketing purposes
3.   To understand your preferences such as preferred language
4.   To deliver information that matches your interests
5.   To help us understand our audience and traffic patterns
6.   To let you automatically log into programs and parts of our site that require membership
7.   To manage and present the information displayed on our website

3. TYPES OF COOKIES USED BY VANTAGECIRCLE

1.   Strictly Necessary Cookies
2.   Targeting Cookies
3.   Functionality Cookies
4.   Performance Cookies

4. COOKIE LIST

The table below provides additional details on the specific cookies used on Vantagecircle:

Strictly Necessary Cookies - Some cookies are required for technical reasons in order for our websites to support functions such as logging in, and payment transactions.

Cookie Provider	Name of Cookie	Type of Cookie	Purpose	Duration (days)
.linkedin.com	Analytics Sync History	Third-Party	Used to store information about the time sync with the lms_analytics cookie took place for users in the Designated Countries	1 Month

https://www.vantagecircle.com/	__cfruid	First-party	Cookie associated with sites using CloudFlare, used to identify trusted web traffic.	Sessional
.linkedin.com	li_gc	Third-party	Used to store guest consent to the use of cookies for non-essential purposes	12 months
.hubspot.com	__cf_bm	Third-party	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.	

Targeted Cookies - These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store direct personal information but are based on uniquely identifying your browser and internet device.

Cookie Provider	Name of Cookie	Type of Cookie	Purpose	Duration (days)
.Vantagecircle	_gcl_au	First-Party	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	3 Months
.Vantagecircle	_lfa	First-Party	Leadfeeder cookie collects the behavioral data of all website visitors. This includes; pages viewed, visitor sources and time spent on the site	2 Years
.linkedin.com	bcookie	Third-Party	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.	2 Years
.www.LinkedIn.com	bscookie	Third-Party	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 Years
.linkedin.com	lidc	Third-Party	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	24 Hours
.doubleclick.net	IDE	Third-Party	This cookie is set by Doubleclick and carries out information about how the end-user uses the website and any advertising that the	2 Years

			end-user may have seen before visiting the said website.	
.linkedin.com	UserMatchHistory	Third-Party	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	1 Month
.Vantagecircle	messagesUtk	First-party	This cookie is used to recognize visitors who chat with you via the chat flows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser.	1 Year

Functionality Cookies- Functionality cookies enable us to provide additional functions to you on our site such as personalization and remembering your saved preferences.

Cookie Provider	Name of Cookie	Type of Cookie	Purpose	Duration (days)
.linkedin.com	lang	Third-party	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.	Sessional Cookie
.Vantagecircle	hubspotutk	First-Party	This cookie name is associated with websites built on the HubSpot platform. HubSpot report that its purpose is user authentication. As a persistent rather than a session cookie it cannot be classified as Strictly Necessary.	1 Year

Performance Cookies- Performance cookies are cookies used specifically for gathering data on how visitors use a website, which pages of a website are visited most often, or if they get error messages on web pages. These cookies monitor only the performance of the site as the user interacts with it. These cookies don't collect identifiable information on visitors, which means all the data collected is anonymous and only used to improve the functionality of a website.

Cookie Provider	Name of Cookie	Type of Cookie	Purpose	Duration (days)
.Vantagecircle	__hssc	First-Party	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	30 Minutes
.Vantagecircle	__hssrc	First-Party	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	Session
.Vantagecircle	__hstc	First-Party	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	1 Year

Any cookie, whose purpose has not been identified by us or is unknown to our current understanding, is classified together as "Unclassified Cookies". Such cookies may or may not adhere to our policy and we cannot take ownership of said cookies, however, we would periodically and actively try to investigate them and categorize them in their respective cookie categories for the benefit of our users, partners and customers.

5.   Other tracking technologies like web beacons

Cookies are not the only way to recognize or track visitors on a website. We may use other similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enables us to recognize when someone has visited our websites or opened an e-mail including these. In many instances, these technologies are reliant on cookies to function properly, and hence, declining cookies will impair their functioning.

6.   How can I control the cookie preferences?

Most browsers are set to accept cookies by default. However, you may remove or reject cookies in your browser's settings. Removing or rejecting the cookies may affect the performance of the website. You may opt-out of the DoubleClick cookie by visiting the Google advertising opt-out page: http://www.google.com/policies/privacy/ads/. Or you may opt-out of Google Analytics by visiting the Google Analytics Opt-out page: http://tools.google.com/dlpage/gaoptout.

7.   **Update and Review**

We may update this Cookie Policy from time to time, therefore, we encourage you to periodically review this page for the latest information on the Policy.