

Cookie Notice

What is a cookie?

Cookies are small text files that are sent to or accessed from your web browser or your computer's hard drive. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the "lifetime" of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier. A cookie also may contain information about your computer, such as user settings, browsing history and activities conducted while using www.parablu.com ("Website").

Types of Cookies

Cookies set by Parablu on Parablu websites and other digital properties are called first party cookies and are used to facilitate and improve visitors' experience on Parablu's websites. We have carefully chosen these cookies and have taken steps to ensure that your privacy and personal data is always protected and respected. Third party cookies are placed by third parties that provide services to Parablu and/or to you. Third party cookies may be used by advertising services to serve up tailored advertising to you on Parablu's website, or by third parties providing analytics services to Parablu.

Cookies can either be "session Cookies" or "persistent Cookies." Session Cookies are temporary Cookies that are stored on your device while you are visiting our Site or using our services, whereas "persistent Cookies" are stored on your device for a period of time after you leave our Site or services. The length of time a persistent Cookie stays on your device varies from Cookie to Cookie.

We use persistent Cookies to store your preferences so that they are available for the next visit, and to keep a more accurate account of how often you visit our services, how often you return, how your use of the services may vary over time. We also use persistent Cookies to measure the effectiveness of advertising efforts. Through these Cookies, we may collect information about your online activity after you leave our services.

In addition to cookies, Parablu may use web beacons, pixel tags, and other tracking technologies on our websites to help us customize them and improve your experience. To learn more visit www.allaboutcookies.org.

What type of cookies do we use and for which purposes?

We use the following types of Cookies:

Strictly Necessary Cookies: These cookies are necessary for the Website to function and cannot be switched off in Parablu’s systems. Parablu usually sets strictly necessary cookies in response to your actions that 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 then some parts of the Website will not work.

Cookie	Domain	Description	Duration
cookieLawinfo-checkbox-necessary	parablu.com	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the “Necessary” category	1 year
cookieLawinfo-checkbox-non-necessary	parablu.com	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the “Non-necessary” category	1 year
LS_CSRF_TOKEN	salesiq.zoho.com	Cloudflare sets this cookie to track users’ activities across multiple websites. It expires once the browser is closed.	session
__hssrc	parablu.com	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.	session

- Performance Cookies:** These cookies allow Parablu to count visits and traffic sources in order to measure and improve the performance of the Website. Performance cookies help Parablu gauge the relative popularity of various pages on the Website as well as see how visitors move around the Website. Parablu aggregates all information these cookies collect, making it anonymous as a result. If you do not allow performance cookies, Parablu will not know when you have visited the Website, will not be able to monitor its performance, and as a result – Parablu will not be able to improve the Website and make it more comfortable for use.

Cookie	Domain	Description	Duration
_gat	.parablu.com	This cookie is installed by Google Universal Analytics to restrain request rate and thus limit the collection of data on high traffic sites.	1 minute
_ga	.parablu.com	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_gid	.parablu.com	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_hjFirst Seen	.parablu.com	Hotjar sets this cookie to identify a new user's first session. It stores a true/false value, indicating whether it	30 minutes

		was the first time Hotjar saw this user.	
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_hjIncludedInPageviewSample	.parablu.com	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's pageview limit.	2 minutes
_hjAbsoluteSessionInProgress	.parablu.com	Hotjar sets this cookie to detect the first pageview session of a user. This is a True/False flag set by the cookie.	30 minutes
_hjIncludedInSessionSample	.parablu.com	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's daily session limit.	2 minutes
__hstc	.parablu.com	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).	1 year 24 days
Hubspotutk	.parablu.com	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.	1 year 24 days

Targeting Cookies: Depending on the parts of the Website that you visit, Parablu’s advertising partners may set these cookies. Parablu’s advertising partners may use targeting cookies to build a profile of your interests and show you relevant adverts on the Website and other sites. They use these cookies to uniquely identify your browser and internet device, which under certain privacy laws may amount to processing of personal data. If you do not allow targeting cookies, you will experience fewer targeted advertisements on the Website and other sites.

Cookie	Domain	Description	Duration
test_cookie	.doubleclick.net	The test_cookie is set by doubleclick.net and is used to determine if the user’s browser supports cookies.	15 minutes
_fbp	.parablu.com	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months

Cookie Management

Many browsers accept cookies automatically, but you can adjust the settings in your browser to disable this automatic acceptance of cookies. How you control this will be different on different browsers.

For more information on how to control cookies, check your browser or device’s settings for how you can control or reject cookies, or visit the following links:

- [Safari](#)
- [Google Chrome](#)
- [Microsoft Edge](#)
- [Microsoft Internet Explorer](#)
- [Mozilla Firefox](#)
- [Opera](#)
- [Android \(Chrome\)](#)
- [Blackberry](#)

- [Iphone or Ipad \(Chrome\)](#)
- [Iphone or Ipad \(Safari\)](#)

In addition, you may opt-out of some third-party cookies through the [Network Advertising Initiative's Opt-Out Tool](#).

Note that if you choose not to accept cookies, you may experience limited functionality of our websites.