COOKIE POLICY

EFFECTIVE DATE: June 21, 2024

ChurnZero, Inc. and its affiliated companies (collectively, "**ChurnZero**" or "**we**" or "**us**" or "**our**") created this Cookie Policy ("**Cookie Policy**") in support of our belief in being transparent about how we use your information. This Cookie Policy provides detailed information about how and when we use cookies and similar technologies on our Products. For the purposes of this Cookie Policy, the term, "Product" shall refer to our online customer success platform, www.churnzero.com, www.marketingpony.com, and any other website or service that we operate and that links to this Policy.

DO WE USE COOKIES. Yes. We and our affiliates, marketing partners, affiliates, and analytics or other service providers use cookies and other technologies (*e.g.,* web beacons, tags, or pixels) to ensure:

- Everyone who uses the Websites has the best possible experience; and
- Our Users can securely, quickly, and reliably use the Services.

We may also automatically receive and record information on our server logs from the browser or device of a user, which may include the type of browser and/or device being used to access the Services.

WHAT ARE COOKIES. A cookie is a small text file that is placed on your hard drive or browser by a web page server. Cookies contain information that can later be read by a web server in the domain that issued the cookie. Certain of the cookies referenced in this Policy will only be used if you use certain features or select certain preferences, and other cookies will always be used.

Cookies are broadly categorized as either:

Essential	Essential cookies are sometimes called "strictly necessary" as without them we cannot provide the functionality required to use the Products. For example, essential cookies may support authentication or other features, bolster security, or help with load balancing as Users navigate through the Services.
Preference	These cookies are used for functionality allow visitors and users to interact with the Products, respectively, to include accessing fundamental features. They also allow the collection of information about a visitor's or user's choice and preferences when using the Products (e.g., remembering language preferences).
Analytics	Analytics cookies collect information about a visitor's or user's interaction and use of the Products, respectively. For example, analytics cookies show us which are the most visited pages on our Websites, help us record any difficulties encountered when using the Products, and show us whether our advertising is effective or not. This data allows us to see the overall patters of usage, rather than the usage of individuals which helps us improve the Websites, Services, and their respective features. Where possible, all information these cookies collect is aggregated and therefore anonymous.

COOKIE POLICY

Advertising	These cookies may be set through our Websites by our advertising or other partners and may be used by those companies to build a profile of your interests and show you relevant ads on other websites. They typically do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Each cookie is assigned a "lifespan" which determines how long that cookie remains on your browser or device. Specifically, a cookie is either:

Session	These cookies remain in your browser or on your device during that browsing session only.
Persistent	Cookies designated as "persistent" or with a particular lifespan (*e.g.,* 30 days) remain in your browser or on your device for that period of time or until you delete them.

You can find out more about the cookies contained on our Websites and in our Services by viewing our current Cookie List, which we update periodically. While we do our best to keep our Cookie List current and accurate, there may be additional cookies that are not yet listed or inaccuracies or errors in the information provided for which we expressly exclude liability to the fullest extent permitted by law.

CONTROLLING COOKIES. You may see a "cookie banner" on our Websites and in our Services (*e.g.,* dashboards), which is provided in order for us to obtain consent to the use of cookies. If you consent to the use of cookies by clicking "Accept Cookies" or determine to continue browsing without clicking either "Accept Cookies" or "No Thanks", the first-party non-essential cookies detailed herein will be set.

If you want to learn more about cookies, or how to control, disable or delete them, please visit http://www.aboutcookies.org for detailed guidance.

You can control the use of cookies at the individual browser level through the cookie settings associated with your browser:

- Click here to learn more about the "Private Browsing" setting and managing cookie settings in Firefox;
- Click here to learn more about "Incognito" and managing cookie settings in Chrome;
- Click here to learn more about "InPrivate" and managing cookie settings in Internet Explorer; or
- Click here to learn more about "Private Browsing" and managing cookie settings in Safari.

In the mobile environment, most mobile operating systems offer device-based opt-out choices that are transmitted to companies providing interest-based advertising. To set an opt-out preference for a mobile device identifier (such as Apple's IDFA or Android's

GAID), visit the device manufacturer's current choice instructions pages, or read more about sending signals to limit ad tracking for your operating system here: http://www.networkadvertising.org/mobile-choices.

For further information on how to manage Flash cookies please click here.

Please note that these settings must be performed on each device (including each web browser on each device) for which you wish to opt-out, and if you clear your cookies or if you use a different browser or device, you will need to renew your opt-out preferences.

You can manage your preferences with regards to the receipt of tailored advertisements in the cookie settings described above, or you can also opt-out by clicking here and here (or if located in the European Union you may opt into the use of cookies, by clicking here). Please note this does not opt you out of being served ads and you will continue to receive generic, untargeted ads. In addition, certain third party advertising networks, including Google, permit users to opt out of or customize preferences associated with your internet browsing. To learn more about this feature from Google, click here.

If you elect not to activate the cookie or to later disable cookies, you may still visit our Websites or use our Services, but your ability to use features or areas of the Products may be impossible or limited.

COOKIE LIST.

Cookie ID	Source	Type	Purpose	Lifespan
nitroCachedPage	Nitropack	Preference	Provides load balancing functionality to optimize Website use.	1 day
_ga	Google	Analytics	Used to distinguish unique Website visitors by assigning a randomly generated number as an identifier, which is included in each page request to calculate visitor, session, and campaign data for the Websites analytics reports. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout.	2 years
_ga_#	Google	Analytics	Counts and stores Website pageviews. Please visit Google here and here if you want more information about this cookie.	2 years

COOKIE POLICY

			To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout	
_gid	Google	Analytics	Used to distinguish Website visitors. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout	1 day
_gcl_au	Google	Analytics	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout	3 months
_dc_gtm_UA-#	Google	Analytics	Stores number of Website service requests	1 day
XSRF-TOKEN	ChurnZero	Essential	Used to authenticate a Services' user's credentials to mitigate cross-site request forgery.	
accountUniqueValue	ChurnZero	Unclassified		
ngStorage-state	ChurnZero	Unclassified		
userEmail	ChurnZero	Unclassified		
_hjAbsoluteSessionInProgress	Hotjar	Analytics	Used to detect the first pageview session of a Website visitor; recorded as a True/False flag. For more information regarding this cookie, please see here. You can request that Hotjar not process your data from our Website here.	30 minutes

COOKIE POLICY

_hjFirstSeen	Hotjar	Analytics	Set by Hotjar to identify a new Website visitor's first session by storing a true/false value to identify new visitor sessions. For more information regarding this cookie, please see here. You can request that Hotjar not process your data from our Website here.	Session
_hjIncludedInPageViewSample	Hotjar	Analytics	Set by Hotjar to confirm that Website visitor is included in the data sampling defined by Website's pageview limit. For more information regarding this cookie, please see here. You can request that Hotjar not process your data from our Website here.	30 minutes
_hjIncludedInSessionSample	Hotjar	Analytics	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's daily session limit. For more information regarding this cookie, please see here. You can request that Hotjar not process your data from our Website here.	30 minutes
hjSession#	Hotjar	Analytics	Set by Hotjar when a Website visitor first lands on a page with the Hotjar script, which permits the visitor ID given by Hotjar that is unique to Website on the visitors' browser to persist and ensure that behavior in subsequent visits to Website will be attributed to the same visitor ID. For more information regarding this cookie, please see here. You can request that Hotjar not process your data from our Website here.	30 minutes
hjSessionUser#	Hotjar	Analytics	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year

COOKIE POLICY

			For more information regarding this cookie, please see here. You can request that Hotjar not process your data from our Website here.	
_gd_session	ChurnZero	Advertising	Collects visitor data related to the visitor's visits to the Website, such as the number of visits, average time spent on the Website and what pages have been loaded, with the purpose of displaying targeted ads.	1 day
_gd_svisitor	ChurnZero	Advertising	Collects visitor data related to the visitor's visits to the Website, such as the number of visits, average time spent on the Website and what pages have been loaded, with the purpose of displaying targeted ads.	2 years
_gd_visitor	ChurnZero	Advertising	Collects visitor data related to the visitor's visits to the Website, such as the number of visits, average time spent on the Website and what pages have been loaded, with the purpose of displaying targeted ads.	2 years
6suuid	6sense	Advertising	Analyzes anonymous Website interactions and provides our sales and marketing teams with actionable insight. View 6sense's privacy policy here.	2 years
_gd_session	6sense	Advertising	Account-Based-Marketing cookie that registers Website visitor data (e.g., IP address) to retarget users presenting same data for business-to-business marketing. View 6sense's privacy policy here.	1 day
v1/beacon/img.gif	6sense	Advertising	Account-Based-Marketing cookie that registers Website visitor data (e.g., IP address) to retarget users presenting same data for business-to-business marketing. View 6sense's privacy policy here.	Session
_cf_bm	HubSpot	Essential	Used to distinguish between humans and bots. This is beneficial for the website, to make valid reports on the use of their website.	1 day

COOKIE POLICY

			Please visit HubSpot if you want more information about this cookie.	
__hs_initial_opt_in	HubSpot	Essential	Used to collect and manage Website visitor consent for Hubspot cookie use. Cookie also prevents Hubspot cookie consent banner from redisplaying after visitor's initial consent determination is made. Please visit HubSpot if you want more information about this cookie.	7 days
_an_uid	HubSpot	Advertising	Sends visitor device and behavior data to Hubspot marketing platform. Tracks visitor across devices and marketing channels	6 days
__hs_opt_out	HubSpot	Essential	Used to collect and manage Website visitor consent for Hubspot cookie use. Cookie also prevents Hubspot cookie consent banner from redisplaying after visitor's initial consent determination is made. Please visit HubSpot if you want more information about this cookie.	6 months
__hssc	HubSpot	Analytics	Collects Website visitor session data for analysis. Please visit HubSpot if you want more information about this cookie.	1 day
__hssrc	HubSpot	Analytics	Determines if Website visitor has restarted their browser from Hubspot. Please visit HubSpot if you want more information about this cookie.	Session
__hstc	HubSpot	Analytics	Collects Website visitor session data for analysis. Please visit HubSpot if you want more information about this cookie.	6 months
hubspotutk	HubSpot	Analytics	Records a Website visitor's identity through a form submission to permit the deduplicating of contacts.	6 months

			Please visit HubSpot if you want more information about this cookie.	
_ptq.gif	HubSpot	Advertising	Pixel that sends visitor device and behavior data to Hubspot marketing platform to allow tracking of visitor across devices and marketing channels. Please visit HubSpot if you want more information about this cookie.	Session
visitorId	ZoomInfo	Advertising	This ZoomInfo cookie allows us to understand what companies are visiting our Website. Please visit ZoomInfo if you want more information about this third-party cookie.	1 year
ziwsSession	ZoomInfo	Analytics	Collects Website visitors' usage data, such as the number of visits, average time spent on the Website, and what webpages have been read. Please visit ZoomInfo if you want more information about this third-party cookie.	Session
ziwsSessionId	ZoomInfo	Analytics	Collects Website visitors' usage data, such as the number of visits, average time spent on the Website, and what webpages have been read. Please visit ZoomInfo if you want more information about this third-party cookie.	Session
__cf_bm	ZoomInfo	Essential	Used to distinguish between humans and bots. This is beneficial for the website, to make valid reports on the use of their website. Please visit ZoomInfo if you want more information about this third-party cookie.	1 day
__cf_bm	G2	Essential	Used to distinguish between humans and bots. This is beneficial for the website, to make valid reports on the use of their website. Please visit G2 if you want more information about this cookie.	1 day

COOKIE POLICY

_session_id	G2	Analytics	Tracking pixel placed by G2 (technology review platform) that tells us about the online journey that the visitor is taking, including when customers come to our website from G2, or when they go to G2's website after visiting our Website, enabling us to make more effective decisions. Please visit G2 if you want more information about this cookie.	13 days
li_gc	LinkedIn	Preference	Used to store consent of visitors regarding the use of cookies for non-essential purposes. Please visit LinkedIn if you want more information about this cookie.	2 years
lang	LinkedIn	Preference	Used to store consent of visitors regarding the use of cookies for non-essential purposes. Please visit LinkedIn if you want more information about this cookie.	Session
AnalyticsSyncHistory	LinkedIn	Analytics	Used to store information about the time a sync with the lms_analytics cookie took place.	30 days
lidc	LinkedIn	Advertising	Tracks use of LinkedIn's embedded services in Website to facilitate data center selection. Please visit LinkedIn if you want more information about this cookie.	1 day
bcookie	LinkedIn	Preference	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform. Please visit LinkedIn if you want more information about this cookie.	2 years
bscookie	LinkedIn	Preference	Used for remembering that a logged in user is verified by two factor authentication.	2 years

			Please visit LinkedIn if you want more information about this cookie.	
UserMatchHistory	LinkedIn	Advertising	LinkedIn Ads ID syncing. Please visit LinkedIn if you want more information about this cookie.	30 days
test_cookie	Google	Preference	Used to determine if Website visitors' browsers support cookies. Please visit Google here and here if you want more information about this cookie.	1 day
collect	Google	Advertising	Used to send data to Google Analytics about Website visitors' device and behavior. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout.	Session
IDE	Google	Advertising	Stores Website visitors' interactions with ads for measuring ad efficiency and presenting targeted ads to visitors. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout.	1 year
pagead/1p-user-list/#	Google	Advertising	Tracks visitors' interactions with online ads across multiple websites for measuring ad efficiency and facilitating payment of ad-related referral fees. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout.	Session

COOKIE POLICY

ads/ga-audiences	Google	Advertising	Engages Website visitors across multiple websites for displaying targeted ads. Please visit Google here and here if you want more information about this cookie. To opt out of tracking by Google, visit tools.google.com/dlpage/gaoptout.	Session
_clck	Microsoft	Analytics	Persists the Clarity User ID and preferences, unique to Website, on the browser to ensure that behavior in subsequent visits to the same site will be attributed to the same user ID. Please visit Microsoft if you want more information about this cookie.	1 year
_clsk	Microsoft	Analytics	Connects multiple Website page views by a visitor into a single Clarity session recording. Please visit Microsoft if you want more information about this cookie.	1 day
_cltk	Microsoft	Analytics	Registers statistical data on Website visitors' behavior on Website for Clarity session recording. Please visit Microsoft if you want more information about this cookie.	Session
CLID	Microsoft	Analytics	Identifies the first-time Clarity saw this user on any site using Clarity. Please visit Microsoft if you want more information about this cookie.	1 year
c.gif	Microsoft	Analytics	Pixel that allows the collection of data on the Website visitors' navigation and behavior on the Website allowing the compiling of statistical reports and heatmaps for analysis. Please visit Microsoft if you want more information about this cookie.	Session

COOKIE POLICY

ANONCHK	Microsoft	Advertising	Registers multi-visit and multi-website data on Website visitors to measure efficiency of ads. Tracks visitor across devices and marketing channels. Please visit Microsoft if you want more information about this cookie.	1 day
MUID	Microsoft	Advertising	Sets a unique visitor ID to enable tracking of visitor across Microsoft domains through Clarity. Please visit Microsoft if you want more information about this cookie.	1 year
MUID	Microsoft	Advertising	Sets a unique visitor ID to enable tracking of visitor across Microsoft domains through Bing.	1 year
SM	Microsoft	Advertising	Sets a unique visitor ID to enable tracking of visitor for ad targeting through Clarity. Please visit Microsoft if you want more information about this cookie.	Session
SRM_B	Microsoft	Advertising	Tracks Website visitors' use of search-bar function to present visitor with relevant ads and services through Bing.	1 year
_uetsid	Microsoft	Advertising	Universal Event Tracking (UET) tracking cookie Used by Bing Ads to collect and store Website visitor data to track over multiple websites with the purpose of displaying targeted ads.	1 day
_uetsid	Microsoft	Advertising	Universal Event Tracking (UET) tracking cookie Used by Bing Ads to collect and store Website visitor data to track over multiple websites with the purpose of displaying targeted ads.	Persistent
_uetsid_exp	Microsoft	Advertising	Sets expiration date for _uetsid	Persistent
_uetvid	Microsoft	Advertising	Universal Event Tracking (UET) tracking cookie Used by Bing Ads to collect and store Website visitor data to track over multiple websites with the purpose of displaying targeted ads.	1 year

COOKIE POLICY

_uetvid	Microsoft	Advertising	Universal Event Tracking (UET) tracking cookie Used by Bing Ads to collect and store Website visitor data to track over multiple websites with the purpose of displaying targeted ads.	Persistent
_uetvid_exp	Microsoft	Advertising	Sets expiration date for _uetvid	Persistent
_reb2bgeo	RB2B	Advertising	The visitor's geographical location. For more information about this cookie, please see here. You may opt out of receiving this advertising by visiting here.	20 days
_reb2bloaded	RB2B	Advertising	Whether or not the script loaded for the visitor. For more information about this cookie, please see here. You may opt out of receiving this advertising by visiting here.	1 second
_reb2bref	RB2B	Advertising	The referring URL for the visit. For more information about this cookie, please see here. You may opt out of receiving this advertising by visiting here.	15 days
_reb2bsessionID	RB2B	Advertising	The visitor's RB2B session ID. For more information about this cookie, please see here. You may opt out of receiving this advertising by visiting here.	30 minutes
_reb2buid	RB2B	Advertising	The visitor's RB2B user ID. For more information about this cookie, please see here. You may opt out of receiving this advertising by visiting here.	1 year
_fbp	Facebook	Advertising	Used by Facebook to deliver advertising products. Please see Facebook's privacy policy here.	3 months
tr	Facebook	Advertising	Used by Facebook to deliver advertising products. Please see Facebook's privacy policy here.	Session

fr	Facebook	Advertising	Delivers advertising products (e.g., real-time ad bidding) from third-party advertisers. Please see Facebook's privacy policy here.	3 months

UPDATING THIS COOKIE POLICY. If there are any material changes to this Cookie Policy, you will be notified by the posting of a prominent notice on our Websites or within the Services prior to the change becoming effective. We encourage you to periodically review our Products for the latest information on the Cookie Policy. Your continued use of the Products constitutes your agreement to be bound by such changes to this Cookie Policy. Your only remedy, if you do not accept the terms of this Cookie Policy, is to discontinue use of and access to the Products.