

# THE MISSING LINK COOKIE POLICY

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We've put together a Cookie Policy to explain how The Missing Link uses cookies to recognise when you visit our websites ([www.themissinglink.com.au](http://www.themissinglink.com.au), [www.themissinglink.co.uk](http://www.themissinglink.co.uk)). This policy explains what cookies are and why we use them, and your rights to control the use of cookies while on our website.

You can change your cookie settings and disable some or all cookies for our website at any time in your browser settings.

If you have any other questions about the cookies we use, please [contact us](#).

## 1 What are cookies?

Cookies are small text files of data used to identify your computer as you use a computer network. While on our website, these tokens of information are stored in your browser and used to manage, personalise and track your session. Cookies are then sent back to our website on each subsequent visit to improve our website's performance, enhance your browsing experience and protect the website against spam.

To put it simply, cookies are a bit like dropping your car at valet parking.

1. The keys for your car that you give to the valet would be the data we collect (e.g., your company's name from one of our forms, or even just what pages you've visited).
2. The ticket you get to identify you as the car owner would be the unique cookie for our website stored in your web browser.
3. When you return to collect your car with a ticket, your browser gives our website a unique cookie so we can assemble your activity data and remember your preferences.

Cookies can remain on your device for different periods of time. Some cookies only exist while the browser is open; these are called "session cookies". These cookies are deleted automatically once you close your browser. Other cookies called "permanent cookies" survive after your browser is closed.

## 2 What types of cookies do we use?

There are two broad categories of cookies: first-party and third-party cookies. Cookies set by us to your device are called first-party cookies, and cookies served by a third party on our behalf are called third-party cookies.

Our website uses cookies that perform four functions, as classified below:

- **Strictly necessary cookies:** ensure the functioning of our website.
- **Performance cookies:** help us measure the performance of our website to improve your experience constantly.

Note: we do not store any personal data; all information collected is anonymised form.

- **Functionality cookies:** allow us to enhance your experience.
- **Advertising/targeting cookies:** used to track your activity and sessions to deliver personalised service and advertisements.
- **Social media cookies:** allow you to share content on social media channels.

Here is a list of cookies our website deploys:

Cookie provider	Name of cookie	Purpose of cookie	Duration of cookie
HubSpot	__hs_opt_out	Opt out of HubSpot Tracking	13 months
HubSpot	__hs_do_not_track	Prevent tracking code from sending any information	13 months
HubSpot	__hs_initial_opt_in	Prevent the banner from always displaying when visitors are browsing in strict mode	7 days
HubSpot	__hs_cookie_cat_pref	Used to record the categories a visitor consented to	13 months
HubSpot	hs_ab_test	Used to consistently serve visitors the same version of an A/B test page they've seen before	End of the session
HubSpot	<id>_key	When visiting a password-protected page, this cookie is set, so future visits to the same browser page do not require login again.	14 days
HubSpot	hs_langswitcher_choice	This cookie is used to save the visitor's selected language choice when viewing pages in multiple languages.	2 years
Cloudflare	__cfduid	Detects malicious visitors to your website and minimises blocking legitimate users.	30 days
Cloudflare	__cfuid	HubSpot's CDN provider sets this cookie because of its rate-limiting policies.	End of the session
HubSpot	__hstc	Tracking visitors	13 months
HubSpot	hubspotutk	Keeps track of a visitor's identity	13 months
HubSpot	__hssc	Keeps track of sessions	30 minutes
HubSpot	__hssrc	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	End of the session

### 3 How can I control cookies?

When landing on our website, you're allowed to accept all the cookies used on our website, accept specific categories of cookies and not others, or decline all cookies. At any time, you can change your cookie preferences in your browser settings.

If you choose to reject our cookies, don't worry, we won't kick you out, you may still use our website; however, some functionality and areas of our website may be restricted.

**Note: essential cookies cannot be declined as they're strictly necessary to deliver our website to you; however, these can be blocked or deleted by changing your browser settings.**

## 4 What about other tracking technologies, like pixels?

Cookies are not the only way we recognise or track visitors to our website. We also use social media pixels, which are codes that we place on our website. These codes collect data that helps us track conversions to build and optimise ads and remarket to people who have already taken action on our website.

Here is a list of other tracking technologies we use:

Provider	Description	Opt-Out Link/More details regarding the specific privacy policy
Facebook	This pixel allows us to set targeted adverts on Facebook based on your engagement with our website.	<a href="https://en-gb.facebook.com/help/568137493302217">https://en-gb.facebook.com/help/568137493302217</a>
Google Analytics	The pixel is used to understand our media campaigns and website interactions to improve the user experience.	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
LinkedIn	The LinkedIn insight tag provides insights about our website visitors that come via LinkedIn.	<a href="https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-overview?lang=en">https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-overview?lang=en</a>

## 5 Where can I get further information?

If you have any questions about our use of cookies or other technologies, please [contact us](#).