Cookie Policy

Last updated: July 13th 2020
Slido uses cookies and similar technologies on the Websites, the Mobile App and emails (together "Service").

What are cookies

Cookies are small text files that are placed on your computer by websites you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Cookies may be set by Slido ("first party cookies"), or by third parties, such as those who provide advertising or analytics services on the website ("third party cookies") either for a single visit (a "session cookie") or for multiple repeat visits ("persistent cookie").

The cookies Slido uses, why and for how long

(a) Category: Essential Cookies (Strictly Necessary cookies)

Provider	Name	Description (Cookie operation and Description)	Expiry	Category
Slido	Slido.Privacy	Stores the user's cookie consent state for the current domain	up to 1 year	Essential
Slido	slido_(*) Slido.(*) currentAccountUuid AWSALB _passenger_route	Technical, required for our infrastructure. (Cookie holds a token to verify the login session etc. ...)	up to 1 year	Essential

(b) Category: Third Party Essential, Analytical, Performance and Advertising cookies

Provider	Name	Description (Cookie operation and Description)	Expiry	Category
Atlassian	_ajs_(*)	These cookies track visitor usage and events within our status page.	1 year	Essential
Beamer	_BEAMER_(*)	We use Beamer to communicate important changes in our product to the users. The Beamer	up to 300 days	Essential

Provider	Name	Description (Cookie operation and Description)	Expiry	Category
		app cookie determines whether you have read our product news messages.		
Exponea	__exponea_(*), xnpe_(*), __EX(*)	These cookies are used to collect information about how visitors use features and our website. We use the information to compile reports and improve our website. The cookies collect information in a way that does not directly identify anyone until they create a Slido account.	up to 1 year	Analytical/ Performance
Facebook	_fbp fr, act, oo, presence, spin, wd, xs, sb, sfau, wd	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	Targeting/ Advertising
Google AdWords	ads/ga-audiences anid, dsid, flc, ide, aid, sid, nid	DoubleClick cookie for the Google AdWords advertisement service. It helps serve more relevant ads across the web and limit the number of times a given ad is shown to you.	1 year	Targeting/ Advertising
Google Analytics	_ga(*), _gid, Collect	These cookies collect information about how visitors use the website, such as where they came from and the number and duration of each user's visits. The cookies collect information in a way that does not directly identify anyone.	up to 2 years	Analytical/ Performance
Google Optimize	_gaexp	Google Optimize is used to keep track of your involvement when we test how you react to one page or piece of content	Depends on the length of the experiment but	Analytical/ Performance

Provider	Name	Description (Cookie operation and Description)	Expiry	Category
		over another, like an A/B split test. This is where half of the people who visit our site see one webpage and the other half see an alternative version so that we can test which version works best.	typically 90 days.	
Google Tag Manager	gtm_(*)	Used to implement privacy settings. This cookie helps us run scripts on the website based on these settings.	Session (until you close your browser)	Essential
Hotjar	_hj(*)	Analytics tool that give us click data and heat maps, as well as mouse movement data on the Site	up to 1 year	Analytical/ Performance
LaDesk	La(*), visitor_la_sid	Provides customer support to visitors. This cookie allows the website to recognize the visitor in order to optimize our response.	Session (until you close your browser)	Functionality/ Preference
LinkedIn	li_(*), li(*), lidc, lissc, li_oatml, bcookie, bscookie, lang, UserMatchHistory	These cookies are used by LinkedIn to allow us to monitor performance of advertising and conversions.	up to 2 years	Targeting/ Advertising
Microsoft (Bing)	MUID, TOptOut	Advertising vendor for search marketing Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	up to 2 years	Targeting/ Advertising
New Relic	JSESSIONID TSNGUID optimizelyEndUserId _gcl_au _mkto_trk s_(*)	We use New Relic service to monitor uptime/downtime status of our websites.	Session (until you close your browser)	Essential

Provider	Name	Description (Cookie operation and Description)	Expiry	Category
YouTube	yt-(*), CONSENT, GPS, VISITOR_INFO1_LIVE, YSC, PREF	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode.	up to 8 months	Essential

Your cookie choices

You can also choose whether to allow analytical and advertising cookies at any time via Privacy Preferences in our Website footer or via Privacy Settings in our Mobile App footer.

You can also control cookies by adjusting the settings within your internet browser. We commit to honor users' Do Not Track preferences. Find out how to manage cookies on popular browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

To opt out of being tracked by Google Analytics across all websites, visit https://tools.google.com/dlpage/gaoptout.

Please note, however, that deleting cookies or refusing to accept them may affect Service functionality.

More information

You can learn more about cookies and the following third-party websites:

- AllAboutCookies: https://www.allaboutcookies.org/
- Network Advertising Initiative: https://www.networkadvertising.org/

You can also reach out to us at support@slido.com.