

## 1. Introduction

Welcome to the website of Blackdot Solutions Ltd ("Blackdot", "us", "we" or "our"). This website is operated by Blackdot and has been created to provide information about our company. This cookies policy ("Cookies Policy") sets forth Blackdot's policy with respect to how it uses cookies and other similar technologies on its website.

Please read this Cookies Policy to understand how this website uses cookies.

## 2. What are cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org)

This website uses two types of cookies: session and persistent cookies. Session cookies are stored temporarily on your computer or other device while you browse this website and are deleted from your computer or other device when you finish browsing. Persistent cookies remain on your computer or other device after you have finished browsing the website so that we can remember your preferences when you visit the website in the future.

Some cookies are set by us (first-party cookies); some cookies are set by another party's website (third-party cookies), described below.

Cookies help us operate the website and enhance your experience when using the website. They also help us understand how people use our website, such as which pages are most popular, so that we can better serve our website users.

## 3. Cookies we use

The website uses different types of cookies as set out below:

- **Strictly Necessary cookies:** necessary for the website to function. You can set your browser to block or alert you about these cookies, but if you do so, some parts of the website will not work.
- **Performance/Analytics cookies:** used to compile aggregated statistics about use of the website (such as number of page views or visitors and time spent on each page). This helps us improve the way the website works.
- **Functionality cookies:** used to provide certain functionalities, such as to embed content on the website as well as other functionalities.

The following cookies are set (See pages 2-10):

<b>Strictly Necessary</b>	_Cfduld	1 Month	The cookie is used by cdn services like cloudflare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application.
	_hssrc	Session	The cookie is set by Hubspot. This cookie is set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.
	Optanon Constant	1 year	This cookies stores information about the categories of cookies the site uses on whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal life span of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.

Performance/ Analytics	_ga	2 years	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for sites analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors
	_gld	1 day	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number of visitors, the source where they have come from, and the pages visited in an anonymous form.
	_hstc	1 year 24 days	This cookie is set by HubSpot and is used for tracking visitors. It contains the domain, utk, initial timestamp (first visit) last timestamp (last visit), current timestamp (this visit), and the session number (increments for each subsequent session).

Performance/ Analytics	hubspotuk	1 year 24 days	This cookie is used by HubSpot to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.
	_gac_UA-51401671-1	1 year	Contains campaign related information for the user. If you have linked your Google Analytics and your Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt out.
	_gcl_au	1 year	This cookie is installed by Google, and the main purpose is to help advertisers determine how many times people who click on their ads end up taking up an action on their site, like making a purchase.

<b>Performance/ Analytics</b>	_gl_aw	1 year	This cookie is installed by Google, and the main purpose is to help advertisers determine how many times people who click on their ads end up taking up an action on their site, like making a purchase.
	ajs_anonymous_id	Session	This cookie is generally used for analytics and help count how many people visit a certain site by tracking if you have visited before.
	ajs_user_id	1 year	This cookie helps track visitor usage, events, target marketing, and can also measure application performance and stability
	utm_pa	1 year	This cookie is used to collect Google Analytics data.

Functionality	__hssc	30 minutes	This cookie is set by HubSpot. The purpose is to keep track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageview in a session), and session start timestamp.
	_gat_gtag_UA_30568652_1UA_30568652_1UA_30568652_1	1 minute	Used to throttle request rate.
	_hjfirstseen	Session	This is set to identify a new users first session. It sells a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by recording filters to identify new user sessions.
	hjincludedinpageviewssample	30 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined in your sites page view limit.

<b>Functionality</b>	_habsolutesessionin-progress	30 minutes	This cookie is used to detect the first pageview session of a user. This is a true/false flag set by the cookie
	_hjincludedinsession-sample	30 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your sites daily session limit.
	cf_use_ob	1 minute	This is a cookie set by CloudFlare. CloudFlare is a web service used for caching & CDN and DNS, DDoS protection and security. The cookie informs CloudFlare to fetch the requested resource from the Always Online cache on the designated port.
	abck	12 months	Abck Is a library that makes generating akamal cookies easier

Functionality	_mclid	1 day	These cookies are strictly necessary to provide you with services available through our Mailchimp sites and to use some of its features, such as access to secure areas.
	cookie_notice_accepted	1 month	To check if cookies can be placed.
	wordpress_logged_in	Session	The cookie WordPress_logged_in_[hash] is used to indicate when you are logged in, and who you are. This cookie is maintained on the front-end of the website as well as when logged in.
	wordpress_sec	Session	This cookie checks if the current visitor is a logged in WordPress user.



<b>Functionality</b>	wordpress_test_cookie	Session	This cookie is to check if the cookies are enabled on the browser to provide appropriate user experience to the users. This cookie is used on the front end, even if you are not logged in.
	wp-settings-time	1 year	WordPress sets a few WP- settings-{time}-{UID} cookies. The number on the end is your individual user ID from the users database table. This is used to customise your view of admin interface, and possibly also the main site interface.
	wpe-auth	Session	This cookie keeps users logged into WordPress.
	_BEAMER_FIRST_VISIT_	3000 days	Stores the date of this users first visit to the site.

Functionality	_BEAMER_USER_ID	300 days	Stores and internal ID for this user.
	_fbp	3 months	When the Facebook pixel is installed on a website, and the pixel uses the first-party cookies, the pixel automatically saves a unique identifier to an_fbp cookie for the website domain if one does not already exist.
	_hjTLDtest	Session	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we tried to store the cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.
	_hjptld	Session	This cookie is set for logged users of Hotjar who have admin team member permissions. It is used during pricing experiments to show the admin consistent pricing across the site.

By using the website you acknowledge that we may set strictly necessary cookies (described above) on your computer or other device to operate and administer the website.

Further, where you give permission, we may also set certain cookies that are not strictly necessary, described below.

#### 4. Opting out of cookies

You can withdraw your consent at any time, for example by deleting the cookies or by opting out via our opt-out mechanism. If you do not accept all cookies or withdraw your consent, you may still browse the website; however, in this case you may not be able to use the full functionalities of the website.

You may also configure the settings of your browser to activate, disable or delete cookies. Detailed instructions are provided by your browser. If you disable or delete cookies, however, you may have to manually adjust some preferences every time you visit the website and some functionalities may not work.

For more information on cookies and how they can be managed and deleted please visit <http://www.allaboutcookies.org/> or <http://www.networkadvertising.org/choices/>.

In order to opt out of third party cookies you can find further details in each of the following links:

- **Google Analytics**
- **HubSpot**
- **Cloudflare**
- **Hotjar**
- **WordPress**
- **Facebook**
- **MailChimp**

#### 5. Changes to our Cookies Policy

We keep our Cookies Policy under regular review, and we will place any updates on this website.

This Cookies Policy was last updated on 17th March 2021.

#### 6. How to contact us

Please contact us if you have any questions about our Cookies Policy or information we hold about you via:

- Email: [enquiries@blackdotsolutions.com](mailto:enquiries@blackdotsolutions.com)
- Post: Viola House, Maris Lane, Cambridge, CB2 9LG, UK