Cookie Policy

Effective Date : January 03, 2021

As standard on the Internet, we use different types of cookies, pixels, and other similar technologies (collectively referred to as "cookies"), including third-party cookies on our Website. Cookies are small blocks of data placed on your device when you visit our Website. They help us collect non-personally identifiable information about the use of our Website and provide you with basic functionality.

The cookies we use fall into the following categories:

Necessary (functional) cookies. Necessary (functional) cookies help ensure the proper functioning of the Website. They allow the Website to remember your preferences (e.g., payment currency) so you do not have to set them again.

Analytics cookies. These types of cookies help us analyze aggregated user data to improve our Website.

Marketing. We use marketing cookies to deliver relevant ads and improve their relevancy and performance.

Affiliate. Affiliate cookies help us identify users referred to our Website by partners so we can pay them a commission.

You can check what cookies we can use and how we can use them in the table below. Please note that this list of cookies is not exhaustive. The duration of third-party cookies is determined by the third parties.

Cookie name	Provenance	Cookie expiry	Purpose	Cookie Category
__cfruid	Third-party (CloudFlare)	Session	Cookie associated with sites using CloudFlare, used to identify trusted web traffic.	Necessary (functional)
__cf_bm	Third-party (Cloudflare)	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Necessary (functional)
_hjFirstSeen	Third-party (Cloudflare)	30 minutes	The cookie is set so Cloudflare can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.	Necessary (functional)
bedirect_coupon	BeDirect	1 month	This cookie stores the coupon which will be used at the checkout.	Necessary (functional)
bedirect_currency	BeDirect	1 month	This cookie stores the coupon which will be used at the checkout.	Necessary (functional)
_zendesk_session	Third-party (Zendesk)	Session	Stores account ID, route for internal service calls and the cross-site request forgery token.	Necessary (functional)
_zendesk_shared_session	Third-party (Zendesk)	Session	Authentication cookie — set to be anonymous.	Necessary (functional)

_hjSession_2040600	Third-party (Hotjar)	30 min	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	Necessary (functional)
_gat_UA-148236428-1	Third-party (Google)	1 minute	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie, which is used to limit the amount of data recorded by Google on high-traffic volume websites.	Analytics
_gid	Third-party (Google)	1 day	This cookie is set by Google Analytics. It stores and updates a unique value for each page visited and is used to count and track pageviews.	Analytics
_gat	Third-party (Google)	1 minute	This cookie name is associated with Google Universal Analytics. According to documentation. it is used to throttle the request rate - limiting the collection of data on high-traffic sites.	Analytics
_ga	Third-party (Google)	2 years	This cookie name is associated with Google Universal Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request on a site and used to calculate visitor, session, and campaign data for the site's analytics reports.	Analytics
_gat_gtag_UA_148236428_1	Third-party (Google)	1 minute	This cookie is part of Google Analytics and is used to limit requests (throttle request rate).	Analytics
_hjIncludedInSessionSample	Third-party (Hotjar)	2 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's daily session limit	Analytics
_hjIncludedInPageviewSample	Third-party (Hotjar)	2 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.	Analytics
_hjAbsoluteSessionInProgress	Third-party (Hotjar)	30 minutes	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information	Analytics

hjSessionUser 2040600	Third-party (Hotjar)	1 year	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.	Analytics
IDE	Third-party (Google)	1 year	This cookie is set by DoubleClick and carries out information about how the end user uses the website and any advertising the end user may have seen before visiting the said website.	Marketing
_gcl_au	Third-party (Google)	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	Marketing
dpr	Third-party (Facebook)	Session	These cookies are used to measure how users move between Facebook pages and our website.	Marketing
wd	Third-party (Facebook)	1 week	These cookies are used to measure how users move between Facebook pages and our website.	Marketing
sb	Third-party (Facebook)	2 years	These cookies are used to measure how users move between Facebook pages and our website.	Marketing
datr	Third-party (Facebook)	2 years	These cookies are used to measure how users move between Facebook pages and our website.	Marketing
fr	Third-party (Facebook)	3 months	These cookies are used to measure how users move between Facebook pages and our website.	Marketing
_uetvid	Third-party (Bing)	16 days	This cookie stores and tracks visits across websites.	Marketing
_uetvid_exp	Third-party (Bing)	Persistent	This cookie stores and tracks visits across websites	Marketing
test_cookie	Third-party (Google)	15 minutes	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	Marketing

offer_id	Third-party	1 month	This cookie helps to track which user comes from which affiliate.	Affiliate
transaction_id	Third-party	1 month	This cookie helps to track affiliate conversions.	Affiliate

How to manage your cookie settings

You can choose whether to accept or block cookies through your browser settings. You can decide to delete cookies as well. All major browsers allow users to choose their cookie settings. Please be aware that if you choose to reject cookies, the Website might not work as intended, and you might lose access to some of its features.

The following links provide information on how to modify the cookies' settings on some popular browsers: Google Chrome, Apple Safari, Edge, Mozilla Firefox, and Opera.