

Cookies policy

What are cookies?

To make Simplify.ai and its subdomains work properly, we sometimes need to place small data files called cookies on your device. A cookie is a small text file that a website saves on your computer or mobile device when you visit the site, respond to surveys, or participate in polls. It enables our website to remember your actions and preferences (such as login, language, font size, and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

Use of cookies on our website

We use cookies, and other online identification technologies such as web beacons, or pixels to analyze traffic patterns and provide you with a better user experience by improving content and making the site easier to use.

We have the following categories for cookies:

- **Necessary cookies**
 - These cookies are essential to enable you to move around the website and use its features. Without these cookies, some core site functionality will not work properly.
- **Analytical cookies**
 - These cookies allow us to perform site usage analytics so we can measure and improve the performance of the site.
- **Profiling cookies**
 - These cookies help us to collect information about you so we can provide you with a better user experience, for example, displaying relevant, personalized content based on your previous visitor behavior.

We sometimes use persistent cookies as well as "session-based" cookies. A 'session-based' cookie is allocated only for the duration of your visit to our website and automatically expires when you close your browser. A 'persistent' cookie will remain for a period set for that cookie.

First-party cookies originate from the same domain as the website you are currently visiting. Information about the cookies used on our website can be found below.

Third-party cookies originate from a domain that is different to the website being visited. We do not control how they use their cookies, so we suggest you check their website to see how they're using them and how you can manage them.

Cookies on our website

Cookie name	Description	Type	Duration
_ga	Google Analytics cookie used to distinguish users.	First party	2 years
_gid	Google Analytics cookie used to distinguish users.	First & Third party	24 hours
_gat	Google Analytics cookie used to throttle request rate.	First party	1 minute
_dc_gtm_ <property-id>	Google Analytics cookie used to throttle request rate deployed via Google Tag Manager.	First party	1 minute
_gaexp	The cookie is used to determine a user's inclusion in Google Optimize experiment.	First party	90 days
_hjid	Hotjar cookie that is set when the customer 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.	First party	365 days
_hjTLDtest	Hotjar cookie used to determine a generic cookie path to be used, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable).	First party	Session
_clck	The cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing.	First party	1 year
_cfduid	CloudFlare cookies used to identify trusted web traffic.	First party	30 days
acc_banner	Remembers if the visitor closed the cookie policy banner.	First party	1 year
utm_source	Remembers the site that redirected the visitor to Simplify.ai for the first time.	First party	Session
utm_campaign	Remembers the campaign through which the visitor was redirected to Simplify.ai.	First party	Session
utm_term	Remembers the terms the visitor was searching for before being redirected to Simplify.ai.	First party	Session
external_referrer	Remembers the website from which the visitor arrived at Simplify.ai for the first time.	First party	Session
ssupp.visits ssupp.vid	Cookies used by SmartSupp, the live chat functionality on our website.	First party	6 months

Use of third-party analytics

We use Google Analytics; a web analytics service provided by Google, Inc.

This tool uses cookies to help us analyze how visitors use our sites. The information generated by the cookie about your use of the website includes your IP address and will be transmitted to and stored by Google, on its servers.

Google will use this information for the purpose of evaluating your use of the website, creating reports on website activity, and providing other services relating to Internet usage. Google may also pass this information on to third parties when required to do so by law, or when such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

In addition to data collected through standard Google Analytics implementation, Google also collects data via Google advertising cookies and identifiers, such data may be accessed and/or deleted via [My Activity](#).

By using this website, you consent to the processing of data about your visit by Google in the manner and for the purposes set out above.

We use Hotjar; a web analytics tool provided by Hotjar, Inc.

Hotjar is a behavior analytics and user feedback service that helps us to understand the behavior of our website users and get their feedback.

It is an industry-leading and easy-to-use service that analyzes user behavior to help us understand what is happening on our site, what our users care about, and what they have to say.

Controlling your cookies

You can control cookies in your browser, to enable or disable them. If you wish to restrict or block the cookies which are set by any website – including Simplify.ai and its subdomains you should do this through the web browser settings for each web browser you use, on each device you use to access the internet.

If you choose not to enable cookies, you will still be able to browse our website, but it will restrict some of the functionality of our website or what you can do.

Privacy policy

You may find further information about processing of personal data in our [Privacy policy](#).