

MERATIVE COOKIE NOTICE

Last Updated: July 2026

1. INTRODUCTION

Merative L.P. and/or its subsidiaries (“**Merative**”, “**Company**,” “**we**”, “**us**,” or “**our**”), are responsible for the cookies and similar technologies described in this Cookie Notice. This Cookie Notice explains how we, our service providers, and our advertising and analytics partners use the following technologies to automatically collect information through our websites and mobile applications (the “**Services**”), the purposes for which we use them, how long they remain on your browser or device, who serves or may access them, and how you can manage your choices:

- **Cookies**, are text files that websites store on a visitor’s device to uniquely identify the visitor’s browser or to store information or settings in the browser for the purpose of tracking activity and patterns, helping the visitor navigate between pages efficiently, remembering preferences, improving the visitor’s browsing experience, and enabling functionality, analytics, and targeted advertising. Cookies used on our Services include cookies that we serve as well as cookies served by third parties that we work with to enable the services they provide, such as analytics services that track traffic and usage. You can learn more about cookies and how to control them at www.allaboutcookies.org.
- **Pixels**, also known as web beacons or clear GIFs, are embedded in software code or invisibly in image files within webpages or HTML formatted emails and used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked, typically to compile statistics about usage of websites and the success of marketing campaigns. We may also use pixels to collect information about your interactions with our email messages, such as the links you click on and whether you open or forward a message, the date and time of these interactions and the device you use to read emails.
- **Browser web storage**, also known as locally stored objects, functions like cookies but enables the storage of a larger amount of data.
- **Scripts**, are portions of computer code written in a programming language that can be embedded in webpages and add functionality to webpages, e.g., making pages interactive instead of containing just static content. Scripts can be used to facilitate the collection and exchange of data by telling your browser to reach out to a server to get the script, and in the process, your browser will exchange data with that server.
- **Software development kits**, or SDKs, are used to incorporate third party computer code into our Services that allows our service providers or advertising and analytics partners to collect data directly from our Services for a variety of purposes, including to provide us

with analytics regarding the use of our Services, to add features or functionality to our Services, or to facilitate and measure the effectiveness of online advertising.

- **Chatbot features.** The Services provide individuals with chatbots that they can use to get information and support. We and the third parties that support these features monitor and record the information you submit to the chat to enable the chat and for the other purposes described in our Privacy Notice. When you use these features, you are not communicating with a human.

The categories of data collected by these technologies are described in more detail in the automatic collection section of our Privacy Notice. Where these technologies collect personal data, our Privacy Notice also provides additional information about the categories of personal data we collect, our legal bases for processing, recipients or categories of recipients, international transfers and safeguards, retention periods, your privacy rights, and how to exercise those rights or lodge a complaint with a supervisory authority.

2. COOKIES AND SIMILAR TRACKING TECHNOLOGIES

The categories of cookies and similar technologies used on our Services include:

Strictly Necessary. These tracking technologies are necessary for the Services to function, to provide a service you request, to transmit communications, to maintain security, to remember your cookie choices, or to enable core website and application functionality. These technologies cannot be switched off in our systems and do not require consent where they are strictly necessary.

Analytics and Performance. These tracking technologies by us and third party analytics providers to allow us to count visits and traffic sources so we can measure and improve the performance of our Services. They help us understand which pages are the most and least popular and how visitors move around the Services. These cookies may collect information such as pages viewed, traffic sources, interaction data, device or browser information, and similar identifiers. Where required by law, we use Performance cookies only with your consent.

Advertising and Targeting. Advertising and targeting tracking technologies are set by us and third party advertising providers to collect information about your use of the Services, our communications, and other online services over time and across browsers, devices, websites, and applications. This information is used to develop audiences, show you ads online that may interest you, limit how often you see an ad, understand ad effectiveness, and measure advertising performance. Where required by law, we use Advertising and Targeting technologies only with your consent.

Functional. These tracking technologies enable the Services to provide enhanced functionality and personalization, such as remembering preferences or enabling embedded features. They may be set by us or by third party providers whose services we have added to our pages. If you do not

allow these cookies, then some or all of these services may not function properly. Where required by law, we use Functional cookies only with your consent.

The specific cookies and similar technologies used on the Services are as follows:

Merative.com

Name	Category	Duration of Storage	Who Serves or May Access the Technology
Cookies			
__cf_bm	Strictly Necessary	30 minutes	Cloudflare
_cfuid	Strictly Necessary	Session	Cloudflare
_zitok	Analytics and Performance	1 year	ZoomInfo
__cf_bm	Strictly Necessary	30 minutes	Cloudflare (used by Qualified)
__cf_bm	Strictly Necessary	30 minutes	Cloudflare (used by HubSpot)
__hstc	Analytics and Performance	5 months	HubSpot
sa-user-id-v2	Advertising and Targeting	1 year	StackAdapt
_ga_XXXXXXXXXX	Analytics and Performance	1 year	Google
__hssc	Analytics and Performance	30 minutes	HubSpot
__hssrc	Analytics and Performance	Session	HubSpot
_ga	Analytics and Performance	1 year	Google
site_identity	Analytics and Performance	1 year	Salesloft
sa-user-id	Advertising and Targeting	1 year	StackAdapt
hubspotutk	Functional	5 months	HubSpot
_gd_svisitor	Advertising and Targeting	1 year	6sense
_gd_visitor	Advertising and Targeting	1 year	6sense
_gd_session	Advertising and Targeting	Session	6sense
cookietest	Strictly Necessary	Session	HubSpot

__cf_bm	Strictly Necessary	30 minutes	Cloudflare (used by Vimeo)
_cfuid	Strictly Necessary	Session	Cloudflare (used by Vimeo)
slirequested	Analytics and Performance	1 year	Salesloft
slireg	Analytics and Performance	6 days	Salesloft
sliguid	Analytics and Performance	1 year	Salesloft
_gcl_au	Advertising and Targeting	2 months	Google
sa-user-id-v3	Advertising and Targeting	1 year	StackAdapt
ar_debug	Advertising and Targeting	1 month	LinkedIn

IDE	Advertising and Targeting	1 year	Google
bscookie	Advertising and Targeting	1 year	LinkedIn
__cf_bm	Advertising and Targeting	30 minutes	Cloudflare (used by LinkedIn)
YSC	Advertising and Targeting	Session	YouTube
6suuid	Advertising and Targeting	1 year	6sense
li_sugr	Advertising and Targeting	2 months	LinkedIn
bcookie	Advertising and Targeting	1 year	LinkedIn
__Secure-xxxxxxx	Advertising and Targeting	Session	YouTube
test_cookie	Advertising and Targeting	15 minutes	Google
VISITOR_INFO1_LIVE	Advertising and Targeting	5 months	YouTube
lidx	Advertising and Targeting	1 day	LinkedIn
_cfuid	Strictly Necessary	Session	Cloudflare (used by HubSpot)
AnalyticsSyncHistory	Advertising and Targeting	1 month	LinkedIn
VISITOR_PRIVACY_METADATA	Advertising and Targeting	5 months	YouTube

UserMatchHistory	Advertising and Targeting	1 month	LinkedIn
__cf_bm	Advertising and Targeting	30 minutes	Cloudflare (used by X)
_cfuvid	Strictly Necessary	Session	Cloudflare (used by Workday)
__cf_bm	Strictly Necessary	30 minutes	Cloudflare (used by X)
CALYPSO_CSRF_TOKEN	Strictly Necessary	Session	Workday
CALYPSO_SESSION	Strictly Necessary	Session	Workday
PLAY_SESSION	Strictly Necessary	Session	Workday
timezoneOffset	Strictly Necessary	Session	Workday
vps-cke	Strictly Necessary	Session	Workday
wd-browser-id	Strictly Necessary	Session	Workday
_ketch_consent_v1_	Strictly Necessary	400 days	Ketch
_swb	Strictly Necessary	730 days	Ketch
_swb_consent_	Strictly Necessary	1 week	Ketch
Pixels, Scripts, and Other Tracking Technologies			
6sense	Advertising and Targeting	Session	6sense
Google Analytics	Analytics and Performance	Session	Google
Google Ads	Advertising and Targeting	Session	Google
LinkedIn Ads	Advertising and Targeting	Session	LinkedIn
Google Tag Manager	Advertising and Targeting	Session	Google
YouTube	Advertising and Targeting	Session	YouTube
StackAdapt	Advertising and Targeting	Session	StackAdapt
Salesloft	Analytics and Performance	Session	Salesloft
Facebook Connect	Advertising and Targeting	Session	Meta
HubSpot Analytics	Analytics and Performance	Session	HubSpot
UNPKG	Strictly Necessary	Session	UNPKG
jsDelivr	Strictly Necessary	Session	jsDelivr
ZoomInfo	Analytics and Performance	Session	ZoomInfo
X	Advertising and Targeting	Session	X

HubSpot Ads	Advertising and Targeting	Session	HubSpot
Vimeo	Strictly Necessary	Session	Vimeo
jQuery	Strictly Necessary	Session	jQuery
Qualified	Functional	Session	Qualified
Cloudflare	Strictly Necessary	Session	Cloudflare
Pharmaceutical Technology	Functional	Session	Pharmaceutical Technology
HubSpot (forms)	Strictly Necessary	Session	HubSpot

Springbuk.com

Name	Category	Duration of Storage	Who Serves or May Access the Technology
Cookies			
BIGipServerx	Strictly Necessary	Session	F5
_cfuvid	Strictly Necessary	Session	Cloudflare
_zitok	Analytics and Performance	1 year	ZoomInfo
__cf_bm	Strictly Necessary	30 minutes	Cloudflare
_mkto_trk	Analytics and Performance	1 year	HubSpot
_gid	Analytics and Performance	1 day	Google
_ga	Analytics and Performance	1 year	Google
_ga_XXXXXXXXXX	Analytics and Performance	1 year	Google
_gd_svisitor	Advertising and Targeting	1 year	6sense
_gd_visitor	Advertising and Targeting	1 year	6sense
_gd_session	Advertising and Targeting	Session	6sense

__cf_bm	Strictly Necessary	30 minutes	Cloudflare (used by Vimeo)
_cfuvid	Strictly Necessary	Session	Cloudflare (used by Vimeo)
_gcl_au	Advertising and Targeting	2 months	Google
_gat_gtag_XXXXXXXXXXXXXXXXXXXX XXXXXX	Advertising and Targeting	Session	Google

YSC	Advertising and Targeting	Session	YouTube
6suuid	Advertising and Targeting	1 year	6sense
bcookie	Advertising and Targeting	1 year	LinkedIn
__Secure-xxxxxxx	Advertising and Targeting	1 day	YouTube
li_gc	Advertising and Targeting	5 months	LinkedIn
VISITOR_INFO1_LIVE	Advertising and Targeting	5 months	YouTube
lidx	Advertising and Targeting	1 day	LinkedIn
_cfuvid	Strictly Necessary	Session	Cloudflare (used by HubSpot)
VISITOR_PRIVACY_METADATA	Advertising and Targeting	5 months	YouTube
__cf_bm	Strictly Necessary	30 minutes	Cloudflare (used by Marketo)
_ultcsr	Functional	Session	Sogolytics
SERVERpart	Functional	Session	Sogolytics
SERVERpart	Functional	Session	Sogolytics
BIGipServerx	Strictly Necessary	Session	F5 (by Marketo)
_ketch_consent_v1_	Strictly Necessary	400 days	Ketch
_swb	Strictly Necessary	730 days	Ketch
_swb_consent_	Strictly Necessary	1 week	Ketch
Pixels, Scripts, and Other Tracking Technologies			
Google Analytics	Analytics and Performance	Session	Google
6Sense	Advertising and Targeting	Session	6Sense
LinkedIn Ads	Advertising and Targeting	Session	LinkedIn
Marketo	Analytics and Performance	Session	Adobe
Google Ads	Advertising and Targeting	Session	Google
Google Tag Manager	Analytics and Performance	Session	Google
Vimeo Videos	Strictly Necessary	Session	Vimeo
Embedly	Functional	Session	Embedly
Sogolytics	Functional	Session	Sogolytics

YouTube	Advertising and Targeting	Session	Google
Buzzsprout	Functional	Session	Buzzsprout
Google Fonts	Functional	Session	Google
HubSpot Forms	Functional	Session	HubSpot
TypeForms	Functional	Session	TypeForms
Adobe Assets	Functional	Session	Adobe
Demio	Functional	Session	Demio

3. YOUR CHOICES

You can use the following methods to prevent the technologies described above from collecting data about you:

- **Our cookie settings.** When you first visit our Services, we will ask for your consent before placing or using non-strictly necessary cookies or similar technologies where consent is required by law. You can accept, reject, or customize non-strictly necessary cookies by category, and you can change your preferences or withdraw consent at any time by visiting the Cookie Settings link in our website's footer or in our mobile application's settings (this link is titled "Do Not Sell or Share My Personal Information" for visitors from California). You may provide or withdraw consent at any time through our Cookie Settings. Withdrawing consent will not affect the lawfulness of processing based.
- **Browser settings.** Most browsers let you reject cookies and clear cookies and browser web storage. To do this, follow the instructions in your browser settings. Browser settings may not control all cookies or similar technologies, and they do not replace the choices available through our Cookie Settings link.
- **Blocking images/clear gifs.** Most browsers and devices allow you to configure your device to prevent images from loading. To do this, follow the instructions in your browser settings.
- **Industry group opt-out tools.** You can opt out of receiving targeted ads on websites through the [Digital Advertising Alliance](#). You can also opt out of receiving targeted advertising in mobile apps through participating members of the Digital Advertising Alliance by using the [AppChoices](#) mobile app. Please note that we may work with companies that offer their own opt-out mechanisms and may not participate in these optout programs, and these tools do not replace the choices available through our Cookie Settings link.

If you disable or reject certain cookies or other technologies, you may experience some inconvenience in your use of our Services. For example, we may not be able to recognize your computer or mobile device, remember your preferences, or provide certain features, and you may need to log in each time you visit our Services.

For more information about how we collect, use, disclose, retain, and transfer personal data, including the categories of personal data we collect, our legal bases, recipients, international transfers and safeguards, your privacy rights, and how to exercise those rights or lodge a complaint, see our [Privacy Notice](#).

Changes. The technologies we use may change from time to time and this notice is subject to change at any time.

Questions. If you have any questions about this Cookie Notice, please contact us at Privacy@Merative.com.

English version controls. Non-English translations of this notice are provided for convenience only. In the event of any ambiguity or conflict between translations, the English version is authoritative and controls.