

Cookie Policy

Last updated: 27 Dec 2024

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At FullEnrich, we prioritize your privacy and are committed to being transparent about the use of cookies and similar technologies on our website. This Cookie Policy explains how we use cookies to enhance your experience, gather data for analytics, support advertising efforts, and ensure the functionality of our services. By using our website, you consent to our use of cookies in accordance with this policy.

What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They are used to remember your preferences, login information, provide personalized content, and gather analytical data to improve website functionality and user experience.

How We Use Cookies

We categorize the cookies we use based on their purpose:

Essential / Functional

- Cookie Consent (cookie_consent): 12 months, stores your cookie preferences and consent choices
- Session Management (session, sessionid): Session duration, manages your active session on our website

Analytics / Performance Measure

- Google Analytics (_ga, ga*): 24 months, used for marketing and tracking the effectiveness of our content
- Mixpanel (mixpanel_distinct_id): 1 year, for analyzing user interaction and engagement with our services
- Posthog (ph_*_posthog): 1 year, helps us understand user behavior to improve our website
- Segment (segmentio): 1 year, for aggregating data analytics and tracking across our platform
- Framer (_tt_enable_cookie, _ttp): 12 months, provides analytics about website usage and performance

Marketing / Advertising

- Facebook Ads (_fbp): 3 months, for marketing, tracking, and advertising efforts to deliver targeted advertisements

- Google Ads (_gcl_aud, ga*): 3 months and 24 months respectively, used for advertising and tracking the performance of our ad campaigns
- LinkedIn Ads (in_or): 1 day, for marketing and tracking the effectiveness of our advertising on LinkedIn
- HubSpot (__hssrc, __hstc): 6 months, used for marketing automation and CRM purposes

Customer Support

- Intercom (intercom-id-, intercom-session-): 12 months, manages customer support chat sessions and user identification

Payment / Fraud Prevention

- Stripe (__stripe_mid): 12 months, for payment processing and fraud prevention to secure transactions and assess risk
- Verisoul (_client_uat*): 12 months, used for fraud prevention and identity verification services

Website Identification (US Users Only)

- Vector (vector_visitor_id, intercom-id-jwj*): 12 months, used for website visitor identification and analytics for US-based users
- RB2B (_reb2buid): 12 months, used for website visitor identification and analytics for US-based users

Your Choices and Consent

Upon your first visit to our website, we will ask for your consent to use cookies, except for those necessary for the website's functionality. You can manage your cookie preferences at any time through our cookie preference center or by adjusting your browser settings. Please note that disabling cookies may affect the functionality and features offered by FullEnrich.

Note for US Users

Some cookies are specifically used for website visitor identification in compliance with US regulations. These cookies are only active for users accessing our website from the United States.

Changes to the Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We encourage you to review this policy periodically to stay informed about how we use cookies.

Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us at support@fullenrich.com

By using our website, you consent to our use of cookies in accordance with this Cookie Policy. Your privacy matters to us, and we are committed to protecting it while offering you a seamless online experience.