

## COOKIE POLICY

We at Involves know how important your privacy is. And even more, we know our responsibility when dealing with your personal data.

Like many companies, we use technology on our pages to collect information that helps us improve your experience with us. We have developed this Cookie Policy so that you can understand it:

- what cookies are;
- what kind of cookies we use;
- what information we collect using cookies; and
- for what purposes this information is used

### 1. What are Cookies?

Cookies are small files we transfer to your browser or device (such as a cell phone or tablet) that allow us to recognize your browser or device, and learn how and when Involves' websites, products and services are used. They can be useful in, for example, adapting the size of the site to your screen, better understanding your preferences and offering you a more efficient service.

### 2. Why do we use Cookies?

We list below the main categories and purposes for which Involves may use cookies:

<b>Essential Cookies</b>	This category of cookies is strictly necessary for the functioning of our pages, performing technical functions that provide the basic functionality of our platforms. These technologies allow you to navigate our pages and use all of our applications.
<b>Cookies for authentication</b>	We use cookies and similar technologies to recognize you when you access our pages. These technologies help us recognize your registration, display the correct information, and customize your experience to your settings, making it easier for you to access and enjoy your browsing experience.
<b>Preference and Functionality Cookies</b>	We use cookies to maximize the personalization of your browsing experience and to enable broad functionality of our products and services by storing some of your preferences.
<b>Monitoring Cookies</b>	We use cookies and similar technologies to understand the online behavior of users of our pages. Through the information collected, we can understand your preferences and target personalized content accordingly.
<b>Cookies for delivering personalized content and advertising</b>	We use cookies and similar technologies to target personalized content, including marketing and advertising content, to you from information about your interaction with our platforms.
<b>Cookies for site performance measurement and analysis</b>	We use cookies to know the behavior of visitors to our platforms (such as number of hits, pages viewed, and number of clicks, for example), understand how our products and services are being used, and consequently develop new improvements to your user experience.

**Partnerships:** In order to present you with content that may be of interest to you according to the Involves pages you visit, we allow selected partners to also collect records about your online activities on our pages, especially when the page accessed involves a publication or other content related to our partners.

Please note that data processing by third parties may continue even after your interaction with our platforms has ended, and we recommend that you clear your browsing history regularly to make sure that your device only uses the technologies of interest to you.

### 3. How can I remove or block cookies?

If you want to know which *cookies* are installed on your device, or if you want to delete or restrict them, we recommend that you use your browser settings. You will find further explanations on how to proceed by clicking on the links below. To find information relating to other browsers, please visit the browser developer's website.

<a href="#"><u>Firefox</u></a>	<a href="#"><u>Chrome</u></a>	<a href="#"><u>Safari</u></a>	<a href="#"><u>Internet Explorer or Edge</u></a>
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Please note that if you block the use of *cookies* by our website, we cannot guarantee the correct functioning of all applications and features. It is likely that certain functions and pages will not work properly.

Please remember that the use of cookies allows us to provide you with a better experience on our products and services. If you block cookies on our products or decide not to allow some of them to work, we cannot guarantee that all the features of our platforms will work properly and you may not be able to access certain features of our pages. In addition, it is likely that certain functions and pages will not function properly.

### 4. Cookies used

On our site, we will use some cookies. These cookies, in addition to being listed here, will also be indicated in the Cookie Banner, present at the bottom of your screen when you access one of our sites.

#### Involves.com

Cookie	Domain	Function	Description	Duration
_fbp	.involves.com	Advertisement	This cookie is set by Facebook to serve ads when you are on Facebook or a digital platform powered by Facebook advertising after you visit the site.	3 months

_ga	.involves.com	Analysis	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also tracks site usage for the site analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_gid	.involves.com	Analysis	Installed by Google Analytics, the _gid cookie stores information about how visitors use a site and also creates a report to analyze the performance of the site. Some of the data collected includes the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat_UA-10062424-16	.involves.com	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
_gat_UA-10062424-21	.involves.com	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
_hjFirst Seen	.involves.com	Analysis	Hotjar sets this cookie to identify the first session of a new user. It stores a true/false value, indicating whether this is the first time Hotjar has seen this user.	30 minutes

_hjIncludedInSessionSample	involves.com	Analysis	Hotjar sets this cookie to know if a user is included in the data sampling defined by the site's daily session limit.	2 minutes
_hjIncludedInPageviewSample	involves.com	Analysis	Hotjar sets this cookie to know if a user is included in the data sampling defined by the site's page view limit.	2 minutes
_hjAbsoluteSessionInProgress	.involves.com	Analysis	Hotjar sets this cookie to detect a user's first page view session. This is a True/False flag set by the cookie.	30 minutes
pll_language	involves.com	Functional	The pll_language cookie is used by Polylang to remember the language selected by the user when returning to the site and also to retrieve the language information when it is not otherwise available.	1 year
__cf_bm	.hubspot.com	Functional	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 minutes
_hjSessionUser_2130122	.involves.com	Another	Hotjar cookie that is set when a user first accesses a page with the Hotjar script. It is used to maintain the Hotjar user ID.	1 year
_hjSession_2130122	.involves.com	Another	Hotjar cookie that is set when a user first accesses a page with the Hotjar script. It is used to maintain the Hotjar user ID.	30 minutes

Cookie	Domain	Function	Description	Duration
YSC	.youtube.com	Advertisement	The YSC cookie is set by Youtube and is used to track the views of embedded videos on Youtube pages.	session
VISITOR_INFO1_LIVE	.youtube.com	Advertisement	A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.	5 months 27 days
_fbp	.involvesexperience.com	Advertisement	This cookie is set by Facebook to serve ads when you are on Facebook or a digital platform powered by Facebook advertising after you visit the site.	3 months
yt-remote-device-id	.youtube.com	Advertisement	YouTube sets this cookie to store the user's video preferences using YouTube embedded video.	Never
yt-remote-connected-devices	.youtube.com	Advertisement	YouTube sets this cookie to store the user's video preferences using YouTube embedded video.	Never
_gcl_au	.involvesexperience.com	Analysis	Provided by Google Tag Manager to experiment with the effectiveness of website advertising using their services.	3 months

_ga	.involveexperience.com	Analysis	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also tracks site usage for the site analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_gid	.involveexperience.com	Analysis	Installed by Google Analytics, the _gid cookie stores information about how visitors use a site and also creates a report to analyze the performance of the site. Some of the data collected includes the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat_UA-10062424-17	.involveexperience.com	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
_gat_UA-10062424-21	.involveexperience.com	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute

pll_language	involvesexperience.com	Functional	The pll_language cookie is used by Polylang to remember the language selected by the user when returning to the site and also to retrieve the language information when it is not otherwise available.	1 year
__cf_bm	.hubspot.com	Functional	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 minutes
UserMatchHistory	.linkedin.com	Functional	LinkedIn sets this cookie for LinkedIn Ads ID synchronization.	1 month
Only	.ads.linkedin.com	Functional	LinkedIn sets this cookie to remember a user's language setting.	session
cookie	.linkedin.com	Functional	LinkedIn sets this cookie from LinkedIn's share buttons and ad tags to recognize the browser ID.	1 year
lidc	.linkedin.com	Functional	LinkedIn sets the lidc cookie to facilitate data center selection.	1 day
only	.linkedin.com	Functional	LinkedIn sets this cookie to remember a user's language setting.	session
cookie	.www.linkedin.com	Functional	LinkedIn sets this cookie to store actions performed on the site.	1 year
elementor	involvesexperience.com	Required	This cookie is used by the WordPress theme of the site. It allows the site owner to implement or change the content of the site in real time.	Never
AnalyticsSync	.linkedin.com	Another	Used to store information	1 month

			about the time when a synchronization with the cookie was performed.	
li_gc	.linkedin.com	Another	Used to store users' consent to the use of cookies for non-essential purposes	5 months 27 days



Cookie	Domain	Model	Description	Duration
_fbp	.clubedotrade.com.br	Advertisement	This cookie is set by Facebook to serve ads when you are on Facebook or a digital platform powered by Facebook advertising after you visit the site.	3 months
Place, place	.addthis.com	Advertisement	AddThis sets this geolocation cookie to help understand the location of the users sharing the information.	1 year 1 month
_gcl_au	.clubedotrade.com.br	Analysis	Provided by Google Tag Manager to experiment with the effectiveness of website advertising using their services.	3 months
_ga	.clubedotrade.com.br	Analysis	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also tracks site usage for the site analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_gid	.clubedotrade.com.br	Analysis	Installed by Google Analytics, the _gid cookie stores information about how visitors use a site and also creates a report to analyze the performance of the site. Some of the data collected includes the number of visitors, their source, and the pages they visit anonymously.	1 day

_gat_UA-10062424-11	.clubedotrade.com.br	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
_gat_UA-10062424-21	.clubedotrade.com.br	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
uvc	.addthis.com	Analysis	Set by addthis.com to determine the usage of the addthis.com service.	1 year 1 month
aside	clubedotrade.com.br	Analysis	AddThis sets this cookie to track page visits, traffic sources and share counts.	Never
__hstc	clubedotrade.com.br	Analysis	This is the main cookie set by Hubspot, for tracking visitors. It contains the domain, the initial timestamp (first visit), the last timestamp (last visit), the current timestamp (this visit) and the session number (increments for each subsequent session).	session
Central point	clubedotrade.com.br	Analysis	HubSpot sets this cookie to track visitors to the site. This cookie is passed to HubSpot on form submission and used when de-duplicating contacts.	session

UserMatchHistory	.linkedin.com	Functional	LinkedIn sets this cookie for LinkedIn Ads ID synchronization.	1 month
just	.ads.linkedin.com	Functional	LinkedIn sets this cookie to remember a user's language setting.	session
Cookie	.linkedin.com	Functional	LinkedIn sets this cookie from LinkedIn's share buttons and ad tags to recognize the browser ID.	1 year
lidc	.linkedin.com	Functional	LinkedIn sets the lidc cookie to facilitate data center selection.	1 day
__atuvc	clubedotrade.com.br	Functional	AddThis sets this cookie to ensure that the updated count is seen when someone shares a page and returns to it, before the share count cache is updated.	1 year 1 month
__forn	clubedotrade.com.br	Functional	AddThis sets this cookie to ensure that the updated count is seen when someone shares a page and returns to it, before the share count cache is updated.	30 minutes
Only	.linkedin.com	Functional	LinkedIn sets this cookie to remember a user's language setting.	session
Cookie	.www.linkedin.com	Functional	LinkedIn sets this cookie to store actions performed on the site.	1 year
__cf_bm	.hubspot.com	Functional	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 minutes
__hssc	clubedotrade.com.br	Functional	HubSpot sets this cookie to track sessions and determine whether HubSpot should increment the session number and timestamps in the __hstc cookie.	session

PHPSESSID	clubedotrade.com.br	Required	This cookie is native to PHP applications. The cookie is used to store and identify a user's unique session ID for the purpose of managing the user's session on the site. The cookie is a session cookie and is deleted when all browser windows are closed.	session
__hssrc	clubedotrade.com.br	Required	This cookie is set by Hubspot whenever it changes the session cookie. The cookie __hssrc set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.	session
AnalyticsSyncHistoric	.linkedin.com	Another	Used to store information about the time when a synchronization with the cookie was performed.	1 month
_cat	.clubedotrade.com.br	Another	It is used to limit the amount of data stored by Google on high-traffic websites.	1 year
li_gc	.linkedin.com	Another	Used to store users' consent to the use of cookies for non-essential purposes	5 months 27 days
GCLB	scatec.io	act	This cookie is known as Google Cloud Load Balancer set by the Google provider. This cookie is used for external HTTPS load balancing of the cloud infrastructure with Google.	1 day

Cookie	Domain	Model	Description	Duration
Place	.addthis.com	Advertisement	AddThis sets this geolocation cookie to help understand the location of the users sharing the information.	1 year 1 month
_fbp	.clubdeltrade.com	Advertisement	This cookie is set by Facebook to serve ads when you are on Facebook or a digital platform powered by Facebook advertising after you visit the site.	3 months
_ga	.clubdeltrade.com	Analysis	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also tracks site usage for the site analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_gid	.clubdeltrade.com	Analysis	Installed by Google Analytics, the _gid cookie stores information about how visitors use a site and also creates a report to analyze the performance of the site. Some of the data collected includes the number of visitors, their source, and the pages they visit anonymously.	1 day

_gat_UA-10062424-14	.clubdeltrade.com	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
_gat_UA-10062424-21	.clubdeltrade.com	Analysis	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure website performance. The default element in the name contains the unique identity number of the account or site to which it is related.	1 minute
uvc	.addthis.com	Analysis	Set by addthis.com to determine the usage of the addthis.com service.	1 year 1 month
__hstc	.clubdeltrade.com	Analysis	This is the main cookie set by Hubspot, for tracking visitors. It contains the domain, the initial timestamp (first visit), the last timestamp (last visit), the current timestamp (this visit) and the session number (increments for each subsequent session).	5 months 27 days
central point	.clubdeltrade.com	Analysis	HubSpot sets this cookie to track visitors to the site. This cookie is passed to HubSpot on form submission and used when de-duplicating contacts.	5 months 27 days
side	clubdeltrade.com	Analysis	AddThis sets this cookie to track page visits, traffic sources and share counts.	Never

__atuvc	clubdeltrade.com	Functional	AddThis sets this cookie to ensure that the updated count is seen when someone shares a page and returns to it, before the share count cache is updated.	1 year 1 month
__forn	clubdeltrade.com	Functional	AddThis sets this cookie to ensure that the updated count is seen when someone shares a page and returns to it, before the share count cache is updated.	30 minutes
__cf_bm	.hubspot.com	Functional	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 minutes
UserMatchHistory	.linkedin.com	Functional	LinkedIn sets this cookie for LinkedIn Ads ID synchronization.	1 month
Only	.ads.linkedin.com	Functional	LinkedIn sets this cookie to remember a user's language setting.	session
Cookie	.linkedin.com	Functional	LinkedIn sets this cookie from LinkedIn's share buttons and ad tags to recognize the browser ID.	1 year
lidc	.linkedin.com	Functional	LinkedIn sets the lidc cookie to facilitate data center selection.	1 day
Only	.linkedin.com	Functional	LinkedIn sets this cookie to remember a user's language setting.	session
Cookie	.www.linkedin.com	Functional	LinkedIn sets this cookie to store actions performed on the site.	1 year

__hssc	.clubdeltrade.com	Functional	HubSpot sets this cookie to track sessions and determine whether HubSpot should increment the session number and timestamps in the __hstc cookie.	30 minutes
__hssrc	.clubdeltrade.com	Required	This cookie is set by Hubspot whenever it changes the session cookie. The cookie __hssrc set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.	session
AnalyticsSync	.linkedin.com	Another	Used to store information about the time when a synchronization with the cookie was performed.	1 month
li_gc	.linkedin.com	Another	Used to register consent to non-essential cookies.	5 months 27 days

## 5. Changes in Cookie Policy

As we are always seeking to improve our services, this Cookie Policy may be updated to reflect the improvements made. Therefore, we recommend that you visit this page from time to time so that you are aware of any changes.

To learn more about how Involves handles and protects personal data, please see our [Privacy Policy](#).

If you need more information, or if you have any questions about our policy, please contact us:

E-mail: [privacy@involves.com](mailto:privacy@involves.com)

Officer in Charge (DPO): Data Guide Consultoria e Soluções em Proteção de Dados LTDA

**DATE OF LAST UPDATE:** August 01, 2022.