



Posted/Revised: May 26, 2018

Cookie Notification

Please be aware that *ThruThink*[®] uses cookies to track your new and returning visits to <https://www.thruthink.com>, our Marketing Site and <https://www.app.thruthink.com>, our Application Site. The cookies used on our sites are used by us for; the proper functioning of the sites, to process payments through our credit card processor and to observe and keep track of how visitors use the sites so that we can make them more effective, efficient and enjoyable.

Here is information on how to [Disable Cookies](#)

Here is how we conduct our Analytics:

To track your new and returning visits to our Marketing Site we use Google Analytics and Hot Jar services to track your new and returning visits. For our Application Site, we only use Google Analytics. This information is used by us to observe and keep track of how visitors use our site including things like the number of users, first time users, pages visited, how much time was spent on each page, etc. In some cases, our cookies may collect your IP address in this process, however we do not use this information for marketing or any other purpose other than in our analytic process.

Google Analytics

ThruThink[®] uses Google Analytics to help us to better manage our marketing site. Google Analytics stores information about your visit to this website such as:

- How you came to our site
- Your entry point to our site
- How much time you spent on our site
- Which Pages you visited
- Your Exit Point
- Are you a New User or Repeat User
- Location by city and country
- Browser information
- Other selections that you make on our site
- Your computers IP address (it is being anonymized)

This is not a complete list of the information that Google Analytics collects. Please refer to the Google Analytics [Privacy Policy](#). You may opt-out of making your site activity available to Google Analytics by installing the [Google Analytics opt-out browser add-on](#). The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) that is running on websites from sharing information with Google Analytics about visit activity.

Hotjar

ThruThink[®] also uses Hotjar (<http://www.hotjar.com>) on the Marketing Site in order to better understand our users' needs and to optimize how the website is performing. We do not use Hotjar on the Application Site

Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect

data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on this link (<http://www.hotjar.com/legal/policies/privacy>).

You can opt-out to the creation of a user profile on Hotjar, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this opt-out link (<https://www.hotjar.com/opt-out>).

Here are the Cookies that we use on our Marketing Site and Application Site:

These are as of the date noted above

1. Marketing Site:

Necessary (5)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiration	Type
__cfduid	thruthink.com	Used by the content network, Cloudflare, to identify trusted web traffic.	1 year	HTTP Cookie
CookieConsent	thruthink.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
JSESSIONID	nr-data.net	Preserves users states across page requests.	Session	HTTP Cookie
TS# [x2]	thruthink.com wix.com	Unclassified	Session	HTTP Cookie

Statistics (7)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiration	Type
@@History/@@scroll #	thruthink.com	Unclassified	Persistent	HTML Local Storage
_ga [x2]	compareninja.com	Registers a unique ID that is used to generate statistical data on how the visitor	2 years	HTTP

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Name	Provider	Purpose	Expiration	Type
	thruthink.com	uses the website.		Cookie
_gat [x2]	compareninja.com thruthink.com	Used by Google Analytics to throttle request rate	Session	HTTP Cookie
_gid [x2]	compareninja.com thruthink.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Session	HTTP Cookie

Marketing (5)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiration	Type
_hjIncludedInSample	thruthink.com	Determines if the user's navigation should be registered in a certain statistical place holder.	Session	HTTP Cookie
GPS	youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	Session	HTTP Cookie
PREF	youtube.com	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.	8 months	HTTP Cookie
VISITOR_INFO1_LIVE	youtube.com	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP Cookie
YSC	youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie

Unclassified (8)

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

Name	Provider	Purpose	Expiration	Type
_wix_browser_sess	wix.com	Unclassified	Session	HTTP Cookie
_wixUIDX	wix.com	Unclassified	3 months	HTTP Cookie
bt	frog.wix.com	Unclassified	Session	Pixel Tracker

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Name	Provider	Purpose	Expiration	Type
hs	thruthink.com	Unclassified	Session	HTTP Cookie
svSession	thruthink.com	Unclassified	2 years	HTTP Cookie
userType	wix.com	Unclassified	3 months	HTTP Cookie
XSRF-TOKEN [x2]	thruthink.com wix.com	Unclassified	Session	HTTP Cookie

2. Application Site:

When you register or log into the *ThruThink*[®] Application, these are necessary cookies that we use on our site as of the date noted above. For our Application to function properly, they cannot be deleted and your use of our site is subject to their use in the Application:

Necessary (6)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiration	Type
__cfduid	App.thruthink.com	Used by the content network, Cloudflare, to identify trusted web traffic.	1 year	HTTP Cookie
ASP.NET_SessionId	App.thruthink.com	Preserves users states across page requests.	Session	HTTP Cookie
.aspnetApplicationCookie	App.thruthink.com	Unclassified.	Session	
__Stripe_mid	checkout.stripe.com	Unclassified	1 year	HTTP Cookie
__RequestVerificationToken	App.thruthink.com	Helps prevent Cross-Site Request Forgery (CSRF) attacks.	Session	HTTP Cookie
ARRAffinity	App.thruthink.com	Used to distribute traffic to the website on several servers in order to optimize response times.	Session	HTTP Cookie