

Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Essential

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

| Host | Cookie Name | Description | Origin |
|------------------|-----------------------|---|-------------|
| controlid.com.br | OptanonConsent | This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor. | First Party |
| controlid.com.br | OptanonAlertBoxClosed | This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a normal lifespan of one year and contains no personal information. | First Party |

Performance

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors interact with our website through behavioral metrics, heatmaps, and session replay. All information these cookies collect is aggregated and therefore anonymous. Use of session replay functionality is also anonymised. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

| Host | Cookie Name | Description | Origin |
|----------------------|----------------|--|-------------|
| com.br | _clk | This cookie is related to Microsoft Clarity analytics service. It is used to collect information about how visitors interact with the website, which helps in creating reports and improving the site. | First Party |
| www.controlid.com.br | _ga_XXXXXXXXXX | NAUsed by Google Analytics to identify and track an individual session with your device. | First Party |
| controlid.com.br | _clk | This cookie is related to Microsoft Clarity analytics service. It is used to collect information about how visitors interact with the website, which helps in creating reports and improving the site. | First Party |
| com.br | _ga | This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners. | First Party |
| controlid.com.br | _ga_XXXXXXXXXX | Used by Google Analytics to identify and track an individual session with your device. | First Party |
| controlid.com.br | _ga | This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners. | First Party |

| Host | Cookie Name | Description | Origin |
|------------------|----------------|---|-------------|
| controlid.com.br | _gid | This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited._gid | First Party |
| com.br | _ga_XXXXXXXXXX | NAUsed by Google Analytics to identify and track an individual session with your device. | First Party |
| com.br | _clsk | Used by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording. | First Party |
| controlid.com.br | _clsk | Used by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording. | First Party |
| c.clarity.ms | SM | This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance. | Third Party |
| www.clarity.ms | CLID | This domain is associated with Microsoft Clarity, a web analytics service that provides insights into user behavior on websites. | Third Party |
| c.clarity.ms | ANONCHK | This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance. | Third Party |
| clarity.ms | MUID | This domain is associated with Microsoft Clarity, a web analytics service that provides insights into user behavior on websites. | Third Party |

Targeting

| Host | Cookie Name | Description | Origin |
|------------------|---|--|-------------|
| controlid.com.br | _gat_UA- | This cookie name is associated with Google Analytics which is used to throttle the request rate to the Google Analytics service.Google Analytics Cookies. | First Party |
| controlid.com.br | _gcl_au | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | First Party |
| controlid.com.br | _tt_enable_cookie | This cookie name is associated with TikTok which is used to collect data about behavior and purchases on the website and to measure the effect of advertising. It is also used to track website activity to help optimize advertising efforts. | First Party |
| controlid.com.br | _ttp | This cookie is typically associated with the use of Taptap Digital, a company specializing in digital advertising. It is used for tracking and ad personalization purposes. | First Party |
| controlid.com.br | _fbp | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | First Party |
| br | _fbp | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | First Party |
| controlid.com.br | _gat_gtag_XXXXXXXX-XXXXXXXXXXXXXXXXXXXX | Google Analytics. | First Party |
| com.br | _gcl_au | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services For more information about Google's processing of your personal data, please consult Google's Privacy & Terms site. | First Party |
| com.br | _tt_enable_cookie | This cookie name is associated with TikTok which is used to collect data about behavior and purchases on the website and to measure the effect of advertising. It is also used to track website activity to help optimize advertising efforts. | First Party |
| br | _tt_enable_cookie | This cookie name is associated with TikTok which is used to collect data about behavior and purchases on the website and to measure the effect of advertising. It is also used to track website activity to help optimize advertising efforts. | First Party |
| com.br | _fbp | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | First Party |

Marketing

| | Cookie Name | Description | Origin |
|------------------|-----------------------------|---|-------------|
| bing.com | MUID | This domain is owned by Mircosoft - it is the site for the search engine Bing. | Third Party |
| linkedin.com | bcookie | This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain. | Third Party |
| c.clarity.ms | MR | This domain is associated with Microsoft Clarity, a web analytics product that provides insights on user behavior and website performance. | Third Party |
| linkedin.com | lidc | This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain. | Third Party |
| c.bing.com | SRM_B | This domain is owned by Mircosoft - it is the site for the search engine Bing. | Third Party |
| c.bing.com | MR | This domain is owned by Microsoft - it is the site for the search engine Bing. | Third Party |
| tiktok.com | _ttp | TikTok is a social media platform owned by ByteDance, known for short-form video sharing. The service is used to create and share videos, and it utilizes cookies for various purposes including advertising and analytics. | Third Party |
| linkedin.com | li_gc | This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain. | Third Party |
| controlid.com.br | ttcsid | | First Party |
| com.br | ttcsid_CIO7OSJC77UDQQEGDPKG | | First Party |
| controlid.com.br | ttcsid_CIO7OSJC77UDQQEGDPKG | | First Party |