

Cookie Policy

The company **BILLIGENCE PTY LTD** incorporated and existing under the laws of Australia, Reg. No.: 125506069, with its registered seat at CHATSWOOD, NSW 2067, Level 9, 10 Help street, Australia, (hereinafter the "Company") uses cookies in connection with the operation of its website <https://billigence.com/> (hereinafter the "Website").

The purpose of this Cookie Policy (hereinafter the "Policy") is to familiarize you with the way cookies used on the Website, as well as the data contained in these cookies, are handled. If you have any questions in connection with this issue, you can contact the Company at the e-mail address mail@billigence.com.

What are cookies?

Cookies are small data files that the Website stores on your computer or mobile device when you visit the Website. Cookies can serve a number of different purposes, as further specified in the table below.

Technical cookies

Technical cookies are necessary for the functioning and operation of the Website. Technical cookies are usually set in response to an action you take on the Website. This can include, for example, security settings, logging in and filling in forms, etc. You can set your browser to block these cookies or send notifications about them. However, please note that the Website cannot function without these cookies. These cookies may be set by us or by third-party providers, whose services we use on the Website.

Specifically, the following technical cookies are used on the Website:

<i>Cookie name</i>	<i>Purpose</i>	<i>Retention period</i>
__hs_opt_out	This cookie is needed in order to remember your cookie preference settings for your next visit of the Websites.	6 months
__hs_do_not_track	This cookie may be set to prevent the tracking code from being sent to the Website operator.	6 months
__hs_initial_opt_in	This cookie prevents the toolbar cookies from popping up again during the next visit to the Website.	6 months
__hs_cookie_cat_pref	This cookie is necessary to record the categories agreed to by the Website visitor.	6 months
hs_ab_test	This cookie is necessary to remember and provide the same version of the A/B test page to visitors to the Website.	Until the end of the visit to the Website
<id>_key	If you log in with a password on the Website, this cookie allows you not to re-enter your login details on your next visit of the Website.	14 days
hs-messages-is-open	This cookie makes it possible to distinguish and record, whether the chat application should be	30 minutes

	opened on the next visit to the Website.	
hs-messages-hide-welcome-message	This cookie is used to prevent the chat app's welcome message from being displayed again for one day after it has been displayed.	1 day
__hsmem	This cookie is set when a visitor to the Website logs on to a website hosted by the Company.	7 days
hs-membership-csrf	This cookie is used to ensure that content membership logins cannot be forged.	Until the end of the visit to the Website
hs_langswitcher_choice	This cookie is used to record the preferences of the Website visitor when selecting a language in the case of multiple language versions.	2 years
__cfuid	This cookie is set by Company's CDN provider because of his rate limiting policies.	Until the end of the visit to the Website
__cf_bm	This cookie is set by Company's CDN provider, and it is a necessary cookie for both protections.	30 minutes
elementor	Used in context with the website's Word Press theme. The cookie allows the website owner to implement or change the website's content in real-time.	Persistent
JSESSIONID	Preserves users' states across page requests.	Session

Analytics cookies

Analytics cookies help to analyze the traffic of the Website, as well as from which source visitors come to the Website (i.e. direct traffic, links, natural search, etc.), which allows us to improve the performance of the Website. Thanks to these cookies, we are able to evaluate the popularity of the Website, as well as monitor how visitors navigate on the Website. If you do not allow analytics cookies, we will not know when you visited the Website and what you were interested in, therefore, we will not be able to improve your experience with the visit and usage of the Website.

Specifically, the following analytics cookies are used on the Website:

<i>Cookie name</i>	<i>Purpose</i>	<i>Retention period</i>
__hstc	The main cookie for tracking traffic to the Website.	6 months
hubspotutk	This cookie tracks the identity of the Website visitor. When the form is submitted, it is forwarded to Company and is used when duplicating contacts.	6 months

__hssrc	Whenever Company changes a session cookie, this cookie is also set to determine if a visitor of the Website has reset his / her browser.	Until the end of the visit to the Website
_gid	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.	1 day
_gat	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites.	1 minute
_ga_5NRBQEJZ04	This cookie is used by Google Analytics to persist session state.	2 years
wordpress_test_cookie	Cookie set by WordPress to check if the cookies are enabled on the browser to provide appropriate user experience to the users.	session
li_sugr	Used to make a probabilistic match of a user's identity outside the Designated Countries.	89 days

Functionality cookies

Functionality cookies help us remember your preferences set within the Website so that we can adjust the Website to your preferences as much as possible.

Specifically, the following functionality cookies are used on the Website:

<i>Cookie name</i>	<i>Purpose</i>	<i>Retention period</i>
messagesUtk	This cookie is used to recognise visitors who interact with us through Chatflows. In case a visitor leaves the site before they are added as a contact, this cookie will be assigned to their browser.	6 months
YSC	This cookie is set by YouTube to track views of embedded videos.	Session
AnalyticsSyncHistory	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries.	29 days
14 minutes	This cookie is set by DoubleClick (which is owned	14 minutes

	by Google) to determine if the website visitor's browser supports cookies.	
lang	Used to remember a user's language setting.	session

Marketing cookies

Marketing cookies help us to offer you only those commercial communications that may be of real interest to you (both on our Websites and on the websites you like to visit). Simply put, based on your behaviour on the Website, we try to adjust offers to your preferences. Also, this information applies to a specific device.

Specifically, the following marketing cookies are used on the Website:

Cookie name	Purpose	Retention period
_fbp	This cookie maps and records the number of visitors to the Website.	3 months
_Ga	This cookie maps and records the number of views of the Website.	2 years
_gcl_au	This cookie tracks and records conversions.	N/A
notificationx_2-519818220	N/A	Session
bcookie	Used by LinkedIn to track the use of embedded services.	364 days
bscookie	Used by LinkedIn to track the use of embedded services.	365 days
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days
UserMatchHistory	These cookies are set by LinkedIn for advertising purposes, including: tracking visitors so that more relevant ads can be presented, allowing users to use the 'Apply with LinkedIn' or the 'Sign-in with LinkedIn' functions, collecting information about how visitors use the site, etc.	29 days
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1439 minutes

This Website uses technical cookies that are necessary for the functioning and operation of this Website for the purposes listed in the tables above. The use of technical cookies on the end device does not require your consent.

This Website also uses analytics, functionality and marketing cookies for the purposes listed in the tables above. The use of analytics, functionality and marketing cookies is subject to your consent. You therefore have the option to choose which analytical or marketing cookies you allow us to use, or whether you allow us to use functionality cookies.

Some cookies may be transferred to third countries, typically third-party marketing cookies, such as cookies _ga, originating from a company with its main business operations located in the United States of America. In the case of the transfer of such cookies to the United States of America, we inform you of the possible risks associated with the transfer within the meaning of Art. 49 para. 1 point. a) General Data Protection Regulation (EU) 2016/679. These risks include, in particular, the possibility to request your transferred personal data to the United States of America by law enforcement authorities, as well as the fact that the United States of America does not currently have the same or higher level of personal data protection as in the European Union. By agreeing to the use of the cookies _ga, you expressly consent to the possibility of their transmission to the United States of America.

To this Policy

This Policy shall enter into force on 1. 1. 2023.

The Company is entitled to update the Policy any time, if necessary.

When browsing our Websites always check the current version of this Policy. The current version of the Policy is always effective upon posting, and is always displayed on our Website.