



# AFFINIDI COOKIE POLICY

Version 5: Oct 2025

## 1. General

- 1.1. This Cookie Policy ("**Policy**") describes how Affinidi Pte. Ltd., located at 15 Beach Road #02-126, Singapore 189677 ("**Affinidi**", "**we**", "**our**"), uses cookies and similar technologies (such as web beacons and pixels) on our websites and products. We also explain what personal data may be collected through these technologies and how it is processed in accordance with the EU General Data Protection Regulation ("**GDPR**"), Singapore Personal Data Protection Act 2012 ("**PDPA**"), and other applicable laws.
- 1.2. This Policy applies when you access or use our websites (which include [affinidi.com](https://affinidi.com), [docs.affinidi.com](https://docs.affinidi.com), [portal.affinidi.com](https://portal.affinidi.com), [apikey.affinidi.com](https://apikey.affinidi.com), and [events.affinidi.com](https://events.affinidi.com) (collectively, "**Websites**"), and our related services and products (collectively, our "**Products**").
- 1.3. If you have any questions or requests related to data protection, you may contact our Data Protection Officer at [dataprotection@affinidi.com](mailto:dataprotection@affinidi.com). For users in the European Union, our EU representative is Affinidi GmbH, Pariser Platz 6a, 10117 Berlin, Germany. For more information you may visit our [Privacy Notice](#).

## 2. What are Cookies?

Cookies are small text files that are stored on your device by your browser when you visit a website. Cookies can be "**session cookies**", which are expired when you close your browser, or "**persistent cookies**", which remain on your device until manually deleted or expired. They enhance site functionality, analyze website usage, remember your preferences, and display relevant advertisements.

## 3. Types of Cookies We Use?

We categorize cookies as, [Strictly Necessary Cookies](#), [Analytics Cookies](#), and [Marketing Cookies](#). You can manage your preferences via our [Cookie Settings Panel](#), where you can accept, reject, or customize cookie usage by category (except for strictly necessary cookies).

### 3.1. Strictly Necessary Cookies

These cookies are essential for the operation of our website. They cannot be disabled via the [Cookie Settings Panel](#).

#### a) **\_cf\_bm / \_cfuvid (Cloudflare)**

- (i) **Purpose:** Distinguish human and bots, important for website security and performance. It helps identify trusted web traffic and ensures a secure browsing experience for users.
- (ii) **Data Processed:** HTTP headers, IP address, user agent.

- (iii) **Legal Basis:** Legitimate interest (iv) **Processor:** Cloudflare, Inc.
- (v) **Retention:** 30 minutes/ session **b)**

***\_gtm\_debug (Google Tag Manager)***

- (i) **Purpose:** Enables GTM debug mode (only when testing)
- (ii) **Data Processed:** HTTP data
- (iii) **Legal Basis:** Legitimate interest
- (iv) **Processor:** Google Ireland Ltd. (v) **Retention:** Session.

**c) Consent Cookies (Affinidi)**

- (i) **Purpose:** Store cookie preferences
- (ii) **Data Processed:** Consent settings, timestamps
- (iii) **Legal Basis:** Legitimate interest
- (iv) **Processor:** Affinidi
- (v) **Retention:** Rejection choices deleted at the end of the session; other preferences will be deleted one year after your visit to our website.

**d) \_hs\_initial\_opt\_in (HubSpot)**

- (i) **Purpose:** Prevent the cookie banner from always displaying when visitors are browsing especially in incognito or private browsing modes.
- (ii) **Data Processed:** Visitor mode (normal/incognito), Timestamp, browser ID
- (iii) **Legal Basis:** Legitimate interest (iv) **Processor:** HubSpot, Inc. (v) **Retention:** 6 months

**e) fonts.gstatic.com**

This is not a cookie, but a domain used by Google Fonts to load font files. Not a cookie itself, though request to this domain may result in some tracking for analytics or usage statistics.

**f) cdnjs.cloudflare.com**

This is not a cookie, it is a CDN (Content Delivery Network) for loading JavaScript libraries. Like Google Fonts, it may contribute to performance metrics or logging.

### 3.2. Analytics Cookies

Analytical cookies help us to understand user interactions, traffic sources, and improve our content and features.

**a) Google Analytics \_ga, \_gid, \_gat (Google Analytics)**

- (i) **Purpose:** These cookies are used to distinguish users, tracks user sessions and limits request rate **(ii) Data Processed:**
  - (a) Google Analytics HTTP(S) Data,
  - (b) Pseudonymous IDs (Client ID),
  - (c) Device information, visit duration, source of visit, goal conversions.
- (iii) **Legal Basis:** Consent
- (iv) **Processor:** Google Ireland Ltd.
- (v) **Retention:** \_ga: 2 years, \_gid: 24 hours, and \_gat: 1 minute
- (vi) Use of this cookie is optional and based on your consent. You can withdraw consent via our Cookie Setting Panel and your browser plug-in from Google [opt-out tool](#).

**b) portal-is-authenticated, portal-session (Affinidi Developer Portal)**

- (i) **Purpose:** Internal analytics for Developer Portal
- (ii) **Data Processed:** Session Data, UTM Parameters and Referrer URLs, Device Data Hashed User ID, user Agent Information
- (iii) **Legal Basis:** Consent
- (iv) **Processor:** Affinidi
- (v) **Retention:** Session

**c) \_hstc, \_hsrc, hubspotutk (HubSpot)**

- (i) **Purpose:** Track visitors, sessions, and page views.
- (ii) **Data Processed:** Session timestamps, contact association.
- (iii) **Legal Basis:** Consent (iv) **Processor:** HubSpot, Inc.
- (v) **Retention:** hubspotutk & \_hstc: 13 months, \_hsrc: session

**d) \_hs\_opt\_out (HubSpot)**

- (i) **Purpose:** \_hs\_opt\_out is used to remember the user's choice to opt out of analytics tracking.
- (ii) **Data Processed:** Cookie preference, timestamp of consent action, browser type and hashed session ID (iii) **Legal Basis:** Consent (iv) **Processor:** HubSpot, Inc.
- (v) **Retention:** \_hs\_opt\_out: 6 months

**e) \_clarity / anonchk / muid (Microsoft)**

- (i) **Purpose:** To analyze user interactions (such as clicks, scrolls, and navigation) for improving website design, usability, and performance. Data collected is used to generate aggregated, anonymized insights into visitor behavior.
- (ii) **Data Processed:** Pseudonymized identifiers, pages visited, mouse movements, clicks, scroll activity, browser type, device type, operating system, and partially masked IP addresses.
- (iii) **Legal Basis:** Consent
- (iv) **Processor:** Microsoft Corporation
- (v) **Retention:** Up to 13 months

### 3.3. Marketing Cookies

Marketing cookies are used to provide users with customized advertisements and to analyze the effectiveness of the ad campaigns.

**a) gcl\_au, \_gcl\_dc (Google Ads & Campaign Manager)**

- (i) **Purpose:** store click data for ad conversation tracking and used for conversion tracking
- (ii) **Data Processed:** Ad interaction data, referral tracking
- (iii) **Legal Basis:** Consent
- (iv) **Processor:** Google Ireland Ltd.
- (v) **Retention:** Data will be deleted 90 days after your visit to our website.
- (vi) These cookies are optional and based on your consent. You can withdraw your consent via Cookie Setting Panel or [Google Ads Settings](#).

**b) IDE (Google)**

- (i) **Purpose:** Used for personalized ad serving and remarketing
- (ii) **Data Processed:** Ad interaction data, browsing history, device ID, IP address
- (iii) **Legal Basis:** Consent
- (iv) **Processor:** Google Ireland Ltd. (v) **Retention:** 1 year

**c) test\_cookie (Google)**

- (i) **Purpose:** Used to check if the user's browser support cookies
- (ii) **Data Processed:** browser type, cookie status, HTTP headers.
- (iii) **Legal Basis:** Consent
- (iv) **Processor:** Google Ireland Ltd. (v) **Retention:** 15 minutes

**d) hubspotutk (HubSpot Tracking Cookies)**

- (i) **Purpose:** The hubspotutk cookie is used to track a visitor's identity on a website that uses HubSpot's tracking code. It stores a unique identifier (GUID) that helps HubSpot link form submissions to a specific visitor and deduplicate contact records, and maintain a consistent user experience across session.
- (ii) **Data Processed:** Unique visitor ID (GUID), form submission metadata, contact engagement and identification data, timestamps of interactions (iii) **Legal Basis:** Consent (iv) **Processor:** HubSpot, Inc.
- (v) **Retention:** Up to 13 months

**e) \_ptq.gif (HubSpot)**

- (i) **Purpose:** This cookie is a pixel tracker used to send marketing related data back to HubSpot.
- (ii) **Data Processed:** Page URL visited, referrer URL, user's browser and device metadata, IP address, campaign parameters, HubSpot User Token, if applicable, timestamp of page view. (iii) **Legal Basis:** Consent (iv) **Processor:** HubSpot, Inc.
- (v) **Retention:** This is a pixel, so no storage/retention on the user's device. The data is transmitted to HubSpot servers when the pixel loads. However, you can align its functional tracking purpose with a 7-day interaction window (as some sites do), though HubSpot does not define a fixed retention for the pixel itself.

**f) li\_gc, \_li\_fat\_id, lang (LinkedIn Insight Tag)**

- (i) **Purpose:** These cookies support LinkedIn advertising functionality. li\_gc stores users consent for LinkedIn tracking, li\_fat\_id is used for attribution and conversation tracing, and lang remembers user's language preferences for LinkedIn share buttons.
- (ii) **Data Processed by LinkedIn:**
  - (a) HTTP(S) headers and metadata
  - (b) Device data (e.g., browser type, OS)
  - (c) Event data (e.g., page views, conversions, downloads),
  - (d) Aggregated analytics derived from user activity
- (e) **Legal Basis:** Consent
- (iii) **Processor:** LinkedIn Ireland Unlimited Company
- (iv) **Retention:** li\_gc: 6 months, \_li\_fat\_if: 1 month, lang: session.
- (v) You can manage LinkedIn cookies via our Cookie Setting Panel or LinkedIn opt-out tool [Retargeting Opt-Out](#).

**g) \_fbp (Meta Pixel)**

- (i) **Purpose:** Used to deliver a series of advertisement products such as real-time bidding from third-party advertisers. Tracks ad performance, conversions, and personalized marketing across Meta platforms (Facebook, Instagram).
- (ii) **Data processed by Meta:**
  - (a) HTTP(S) header information,
  - (b) Device information (e.g., browser type, operating system),

- (c) Event data (e.g., page views, downloads, contact form submissions),
- (d) Pixel ID, anonymized user identifiers
- (vi) **Legal Basis:** Consent.
- (vii) **Processor:** Meta Platforms Ireland Ltd.
- (iii) **Retention:** 90 days
- (iv) You can opt out at any time via our Cookie Setting Panel, or opt out via [Meta's Ad Preferences](#).

**h) *\_twitter\_sess, guest\_id, personalization\_id (Twitter)***

- (i) **Purpose:** *\_twitter\_sess* maintains session information for logged in users, *guest\_id* identifies and tracks users across sessions, *personalization\_id* delivers personalized ads and measures ad effectiveness.
- (ii) **Data processed by Twitter:** Session ID, browser type, device ID, ad click data, and user identifiers and session tracking metadata
- (viii) **Legal Basis:** Consent
- (ix) **Processor:** Twitter International Unlimited Company
- (iii) **Retention:** *\_twitter\_sess*: session, *guest\_id* & *personalization\_id*: 2 years
- (iv) You can opt out at any time via our Cookie Setting Panel, or opt out via [Twitter's Ad Preferences](#).

**i) *bcookie (LinkedIn)***

- (i) **Purpose:** Browser ID cookie used to uniquely identify devices accessing LinkedIn and to detect abuse of the platform
- (ii) **Data processed by LinkedIn:** Device metadata, browser ID, user engagement and behavioral analytics.
- (x) **Legal Basis:** Consent.
- (xi) **Processor:** LinkedIn Ireland
- (iii) **Retention:** 2 years
- (iv) You can opt out at any time via our Cookie Setting Panel, or opt out via [LinkedIn Ad preferences](#).

**4. How can you manage cookies?**

You can change your cookie preferences any time using [Cookie Settings Panel](#).

Additionally, you can delete cookies via your browser settings, block all or specific categories of cookies. Be aware though that you may also lose some saved information (e.g. saved login details, site preferences).

Different browsers provide different methods to block and delete cookies used by websites. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers:

- [Google Chrome](#)
- [Safari](#)
- [Firefox](#)
- [Internet Explorer](#)

If you are using any other web browser, please visit your browser's official support documents.

## 5. Cookie Summary Table

<b>Cookie Name</b>	<b>Cookie Tool</b>	<b>Purpose</b>	<b>Duration</b>
Consent Cookies	Affinidi	Store user preferences	1 year/session
_cf_bm, _cfuvid	Cloudflare	Bot mitigation	30 mins/session
_gtm_debug	Google Tag Manager	Enables GTM debug mode	session
_hs_initial_opt_in	HubSpot	Prevent the cookie banner from always displaying	6 months
fonts.gstatic.com	Google Fonts	Not cookie but a domain to load font files.	-
cdnjs.cloudflare.com	CDN	Contribute to performance metrics or logging	-
_ga, _gid, _gat	Google Analytics	Track usage and session metrics	2y/24 hours/1minute
portal-is-authenticated, portal-session	Affinidi Developer Portal	Internal Analytics	session
__hstc, __hssrc, hubspotutk	HubSpot	Track sessions, visitors and page views	13months/session
_hs_opt_out	HubSpot	Remember user's choice to opt out of analytics tracking	6 months
_gcl_au, _gcl_dc	Google Ads	Track conversions	90 days
IDE	Google	Personalized ads & remarketing	1 year
test_cookie	Google	Check if the user's browser support cookies	15 minutes
_fbp	Meta Pixel	Track ad interaction and conversion	90 days
li_gc, _li_fat_id, lang	LinkedIn	Track engagement and language	6 months, 1 month, session
hubspotutk (marketing)	HubSpot	Lead generation, identity tracking	13 months
_ptq.gif	HubSpot	A pixel tracker used to send marketing related data back to HubSpot	7 days
_twitter_sess	Twitter	Session tracking	Session
guest_id, personalization_id	Twitter	Ad personalization, user ID tracking	2 years
bcookie	LinkedIn	Browser/device identification	2 years
_clarity / anonchk / muid	Microsoft	Analyzes user interactions to improve website design, usability, and performance	13 months

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