

Cookie Policy

Last modified: September 21, 2018

This is the Cookie Policy for herculeconsulting.com, accessible from <https://www.herculeconsulting.com/>

Introduction:

What Are Cookies

As is common practice with almost all professional websites this site uses cookies, which are tiny files that are downloaded to your computer, to improve your experience.

How We Use Cookies

We use cookies for a variety of reasons detailed below. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

Disabling Cookies

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of the this site. Therefore it is recommended that you do not disable cookies.

The Cookies We Set

Cookie Name	Editor	Life span	Purpose	Link
svSession	Wix	Persistent *	Identifies unique visitors and tracks a visitor's sessions on a site	https://support.wix.com/en/article/cookies-and-your-wix-site
hs	Wix	Session **	Security	https://support.wix.com/en/article/cookies-and-your-wix-site
XSRF-TOKEN	Wix	Persistent *	Security	https://support.wix.com/en/article/cookies-and-your-wix-site
smSession	Wix	Persistent* (Two weeks)	Identifies logged in site members	https://support.wix.com/en/article/cookies-and-your-wix-site
TSxxxxxxx (where x is replaced with a random series of numbers and letters)	Wix	Persistent *	Security	https://support.wix.com/en/article/cookies-and-your-wix-site
TSxxxxxxx_d (where x is replaced with a random series of numbers and letters)	Wix	Persistent *	Security	https://support.wix.com/en/article/cookies-and-your-wix-site

* Persistent (Permanent or Stored) cookies: These cookies are stored on your hard drive until they expire (i.e. the are based on a set expiration date) or until you delete them. These cookies are used to collect identifying information about the user, such as Web surfing behavior or user preferences for a specific site.

** Session (Transient) cookies: These cookies are erased when you close your browser, and do not collect information from your computer. They typically store information in the form of a session identification that does not personally identify the user.

Cookie Name	Editor	Life span	Purpose	Link
_ga	Google Analytics	2 years	Used to distinguish users.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
_gid	Google Analytics	24 hours	Used to distinguish users.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
_gat	Google Analytics	1 minute	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named <code>_dc_gtm_<property-id></code> .	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
AMP_TOKEN	Google Analytics	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
gac<property-id>	Google Analytics	90 days	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out. Learn more.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utma	Google Analytics	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing <code>__utma</code> cookies exists. The cookie is updated every time data is sent to Google Analytics.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmt	Google Analytics	10 minutes	Used to throttle request rate.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmb	Google Analytics	30 mins from set/update	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing <code>__utmb</code> cookies exists. The cookie is updated every time data is sent to Google Analytics.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmc	Google Analytics	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the <code>__utmb</code> cookie to determine whether the user was in a new session/visit.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmz	Google Analytics	6 months from set/update	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmv	Google Analytics	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the <code>_setCustomVar</code> method with a visitor level custom variable. This cookie was also used for the deprecated <code>_setVar</code> method. The cookie is updated every time data is sent to Google Analytics.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmz	Google Analytics	18 months	Used to determine a user's inclusion in an experiment.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
__utmxx	Google Analytics	18 months	Used to determine the expiry of experiments a user has been included in.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs
_gaexp	Google Analytics	Depends on the length of the experiment but typically 90 days.	Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en#urchinjs

To know more about the privacy and cookie policies of Google Analytics, you can click on [Google Analytics](#).

More Information

Hopefully that has clarified things for you and as was previously mentioned if there is something that you aren't sure whether you need or not it's usually safer to leave cookies enabled in case it does interact with one of the features you use on our site.

However if you are still looking for more information then you can contact us through one of our preferred contact methods:

- Email: contact@herculeconsulting.com
- Phone: +1.646.946.3424