



Cookies Policy

XO Global LLC ("XO", "we", "our" or "us") uses cookies to provide you with a good experience when you browse our website and to allow us to improve our website.

What Is a Cookie?

A cookie is a small file which is downloaded on to the devices you use to access our website, such as your computer, tablet or smartphone. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier, the website name and some numbers.

Cookies are sent back to the website from your browser each time you re-visit it, enabling the website to retrieve and read the information held to "remember" you and/or your devices. A cookie cannot read data off your hard drive or read cookie files created by other websites. Information stored in cookies may be encrypted. More information on cookies and their use can be found at www.aboutcookies.org or www.allaboutcookies.org.

What Cookies Do We Use?

Cookies are used on our website by us and some of the service providers we use to deliver part of the functionality available on our website to you. Please note that we have no control over third party service providers who use cookies on our website.

The table below sets out which cookies are used and by which service provider.

Name of Cookies	Expires	Service Provider	Purpose
__adroll_fpc	366 days	AdRoll	Used to identify the visitor across visits and devices. It is used by real-time bidding for advertisers to present relevant advertisement.

Name of Cookies	Expires	Service Provider	Purpose
_uetsid	1 day	Bing	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.
_uetvid	16 days and 6 hours	Bing	Allows to engage with a user that has previously visited our website.
calltrk_referrer	365 days	CallRail	Stores the referring URL so visitor source can be accurately attributed when displaying a tracking phone number.
calltrk_landing	365 days	CallRail	Stores the landing page URL so visitor source can be accurately attributed when displaying a tracking phone number.
_fbp	90 days	Facebook	Facebook Pixel advertising first-party cookie.
ga*	730 days	Google	Used to distinguish users.
_ga	730 days	Google	Used to distinguish users.
_gcl_au	90 days	Google	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
_gid	1 day	Google	The cookie is responsible for tracking user behavior.

Name of Cookies	Expires	Service Provider	Purpose
__ar_v4	365 days	Google	This cookie is associated with the DoubleClick advertising service from Google. Helps with tracking conversion rates for ads.
_hjAbsoluteSessionInProgress	30 min	Hotjar	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.
_hjid	Session	Hotjar	This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
_mkto_trk	730 days	Marketo	This tracking cookie allows a website to link visitor behaviour to the recipient of an email marketing campaign, to measure campaign effectiveness.
mp_*_mixpanel	365 days	Mixpanel	Used to identify individual client.
session.sig	Session	XO	Used to identify individual client.
session	Session	XO	Used to identify individual client.

Name of Cookies	Expires	Service Provider	Purpose
csrftoken	364 days	XO	Used to prevent cross-site request forgery attack.

How Can You Block or Manage Cookies?

You may refuse to accept cookies by adjusting the settings on your browser. This allows you to block the setting of all or some cookies. However, if you select this setting to block all cookies, you may be unable to access certain parts or functions of our website.

If you wish to restrict or block the use of cookies from our website or others, the “Help” function within your browser will guide you through the process. The website www.aboutcookies.org also contains additional detailed guidance on how to do this on a wide variety of browsers.

Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout> .

How Do We Use Your Information?

Our Privacy Policy provides further information about how we protect and use your information when using our website. You should read the Privacy Policy alongside this Cookie Policy.

Updates to This Cookies Policy

We may periodically update the cookies we use and our Cookies Policy. If we do, you will be notified when you next visit our website and you will be able to view the new Cookies Policy. You can also revisit this page if you wish to keep yourself informed.