Cookie Policy

Effective Date: 13 March 2020

Definition Echelon LLC.. ("Definition Echelon," "we," "us," or "our") uses cookies and similar technologies to enhance your experience, provide essential functionality, and analyze usage of our websites, applications, and services (collectively, the "Services"). This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences.

What are Cookies?

Cookies are small text files placed on your device by websites that you visit. They are widely used to make websites work more efficiently, as well as to provide information to the site owners. Cookies can store your preferences, login details, and other data to enhance your browsing experience.

Types of Cookies We Use

We use the folloDefinition Echelon categories of cookies:

1. Essential Cookies

These cookies are necessary for the operation of our Services. Without them, certain features, such as account login and secure transactions, may not function properly.

- Example: session_id
    - Purpose: Maintains your session across pages.
    - Expiry: Expires when the browser is closed.

2. Performance and Analytics Cookies

These cookies help us understand how visitors interact with our Services by collecting and reporting information anonymously. This enables us to improve functionality and user experience.

- Example: _ga
    - Purpose: Tracks unique visitors for Google Analytics.

    ○ Expiry: 2 years.
- Example: heatmap_tracking
    ○ Purpose: Analyzes click patterns and scrolling behavior.
    ○ Expiry: 6 months.

3. Functionality Cookies

These cookies enable enhanced functionality and personalization, such as remembering your preferences or settings.

- Example: language_pref
    ○ Purpose: Stores your preferred language.
    ○ Expiry: 1 year.
- Example: theme_mode
    ○ Purpose: Remembers light/dark mode preference.
    ○ Expiry: 1 month.

4. Advertising and Targeting Cookies

These cookies are used to deliver relevant ads and track the effectiveness of advertising campaigns. They may also limit the number of times you see an ad.

- Example: ad_tracking_id
    ○ Purpose: Identifies user interaction with specific ads.
    ○ Expiry: 90 days.
- Example: fb_pixel
    ○ Purpose: Tracks user behavior for Facebook advertising.
    ○ Expiry: 180 days.

How We Use Cookies

We use cookies to:

- Authenticate users and secure your account.
- Provide tailored content and personalized experiences.
- Analyze traffic and performance of our Services.
- Deliver targeted advertisements.

Specific Cookies We Use

Below are examples of cookies used on our website and their purposes. Note that the list may change as we update our services. Each cookie's domain and type are also provided for clarity.

_cioid (Domain: .Definition Echelon.org, Type: Functional): Identifies unique users for customer interaction tracking, powered by Customer.io. Used to enhance user engagement and measure campaign effectiveness.

_conv_s (Domain: .Definition Echelon.org, Type: Analytical): Tracks session information such as pageviews and interaction data. Helps optimize the user journey on the site.

_conv_v (Domain: .Definition Echelon.org, Type: Analytical): Tracks visitor behavior over multiple sessions for user segmentation. This allows us to personalize user experiences and understand trends.

_dc_gtm_UA-XXXXXXX (Domain: .Definition Echelon.org, Type: Functional): Used by Google Tag Manager to load tracking & functional scripts efficiently. The XXXXXXX is a placeholder for our unique ID, which may vary by user or region. Ensures accurate tracking of website events and conversions, and loads specific page elements and scripts.

_fbp (Domain: .Definition Echelon.org, Type: Advertising): Tracks user interactions for Facebook advertising and retargeting. Helps serve personalized ads on Facebook and measure their performance.

_ga (Domain: .Definition Echelon.org, Type: Analytical): Collects user analytics data for Google Analytics. Provides insights into user behavior, traffic sources, and website performance.

_gid (Domain: .Definition Echelon.org, Type: Analytical): Distinguishes users for Google Analytics tracking during each session. Used to analyze user activity on the site.

_hjSessionUser_XXXX (Domain: .Definition Echelon.org, Type: Analytical): Tracks user interactions for session analysis by Hotjar. The XXXX is a unique session identifier tied to the specific user session. Helps improve user experience by analyzing navigation and behavior.

_hjSession_XXXX (Domain: .Definition Echelon.org, Type: Analytical): Tracks active user sessions for Hotjar analytics. The XXXX represents a session-specific ID. Provides insights into session duration and engagement.

_gcl_au (Domain: .Definition Echelon.org, Type: Advertising): Used by Google AdSense to measure ad clicks and interactions. Helps track advertising effectiveness.

poptin_c_visitor (Domain: .Definition Echelon.org, Type: Functional): Tracks user interaction with pop-ups to optimize the display and timing of pop-ups.

poptin_last_visit (Domain: .Definition Echelon.org, Type: Functional): Records the last visit date to tailor the frequency of pop-ups. Ensures a non-intrusive user experience.

ar_debug (Domain: .doubleclick.net, Type: Technical): Debugging information for advertising scripts. Used internally to monitor and troubleshoot ad-related functionalities.

IDE (Domain: .doubleclick.net, Type: Advertising): A DoubleClick cookie used for ad personalization and retargeting. Helps serve relevant ads based on user interests.

__cf_bm (Domain: .freshchat.com, Type: Functional): Used by Freshchat, a cookie that helps track and limit activity from bots, improving the functionality and performance of the chat feature on our site.

Managing Your Cookie Preferences

You can control or delete cookies as you wish through your browser settings. Most browsers allow you to:

- View what cookies are stored on your device.
- Delete all or specific cookies.
- Block cookies from specific websites.
- Prevent all cookies from being set.

To learn more about managing cookies, visit www.allaboutcookies.org.

Opting Out of Analytics and Advertising Cookies

For performance and advertising cookies, you can opt out by:

- Adjusting settings via the cookie banner on our website.
- Using the opt-out tools provided by third-party platforms, such as Google Ads Preferences Manager or Facebook Ad Preferences.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time. Any changes will be reflected on this page with an updated effective date. Where required by law, we will notify you of significant changes.

Contact Us

If you have questions or concerns about this Cookie Policy, please contact us:

- Email: info@definitionechelon.org