

COOKIES POLICY

Introduction

Welcome to DVSL's Cookies Policy

DVSL respects your privacy and is committed to protecting your personal data. This Cookie Policy applies to your use of DVSL's ("us", "we", or "our") website <https://zoomcharts.com/> and "Services" (any product or service provided by DVSL). For more information about personal data processing please visit our [Privacy Policy](#).

Purpose of this Cookies Policy

When you first visit our website, a pop-up cookie banner appeared. The purpose of the pop-up banner is to inform you about the cookies we collect and might collect and to obtain your consent before any processing takes place. You can change your cookies preferences at any time [here](#). Please note that cookies that are "necessary", i.e., are required for the technical functionality of our website, cannot be disabled / enabled.

Contact details

If you have any questions about this Cookies Policy or our privacy practices, please contact us in the following ways:

Full name of legal entity: "Data Visualization Software Lab" SIA

Email address: info@zoomcharts.com

Postal address: 8B Gunara Astras Street, Riga, LV-1082, Latvia

Cookies

Cookies are short text files stored on the user's device by a web site. We use cookies on our website for the technical functioning of the website and, if you consent to it, to collect your browsing experience on our website for anonymized statistics, whose purpose is to improve our communication and the service we offer.

When you visit a website or application, your web browser (such as Internet Explorer, Mozilla Firefox, or Google Chrome) sends these cookies back to the website or application on each subsequent visit so that they can recognize you and remember things like personalized details or your user preferences.

You can also find some general information about cookies here: <https://www.aboutcookies.org/>.

DVLS`s and 3rd party cookies:

Necessary cookies		
Cookie Name	Purpose	Expiration
__cfduid	The cookie is used by cdn services like CloudFare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application and does not store any personally identifiable information.	1 month
player	The cookie is used by cdn services like CloudFare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application and does not store any personally identifiable information.	1 year
CONSENT	This cookie stores the user's consent settings for cookies and tracks the user's consent status for Google services.	17 years
sid	This cookie is very common and is used for session state management.	session
YSC	This cookie is set by Youtube and is used to track the views of embedded videos.	session
cid	This cookie is set by ZoomCharts.com to enable site operability	1 month
__cfduid	Used by Cloudflare to identify individual clients behind a shared IP address and apply security settings per client.	30 days
zccpr	This cookie is used to store your preferences regarding cookie consent, ensuring that your choices are remembered and applied whenever you visit the site.	session
dvsl-admin	This cookie is installed by ZoomCharts. It enables the use of the development environment for the ZoomCharts website.	180 days

Preference cookies		
Cookie Name	Purpose	Expiration
intercom-.*	These cookies are set by Intercom to enable chat functionality	6 months

Statistic cookies		
Cookie Name	Purpose	Expiration
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years
_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day
vuid	The domain of this cookie is owned by Vimeo. This cookie is used by vimeo to collect tracking information. It sets a unique ID to embed videos on the website.	2 years
CLID	This cookie is set by Microsoft.	1 year
_hjid	This cookie is set by 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 behaviour in subsequent visits to the same site will be attributed to the same user ID.	1 year
_hjFirstSeen	This cookie is used by Hotjar to identify a new user's first session on a website.	30 minutes
_hjlIncludedInPageviewSample	This cookie is used by Hotjar to determine if	30 minutes

	a user is included in the data sampling defined by the site's pageview limit. Its primary purpose is to collect statistics on website usage to improve user experience. This cookie helps Hotjar know whether a visitor is included in the site's pageview data sample.	
_hjAbsoluteSessionInProgress	This cookie is used by Hotjar for analytics purposes. Specifically, it helps track the beginning of a user's journey across a website to ensure that their session count is accurate. This cookie does not contain any personally identifiable information.	30 minutes
_hjIncludedInSessionSample	This cookie is used by Hotjar to determine if a user is included in the data sampling defined by the site's daily session limit. This helps in ensuring that the data collected is within the set limits for each session.	30 minutes
userId	This cookie is set by ZoomCharts.com to analyse your behaviour on our website	2 years
track_uid	Identify and tracking a lead. Salespanel helps us to identify and qualify relevant leads by tracking their activities. This information is only meant to be used for our internal purposes and never shared with any kind of advertising services. Salespanel only uses first-party cookies and stores all client data in a fully encrypted environment and uses ECDSA Signature with SHA-256 for data exchange.	1 year

Marketing cookies		
Cookie Name	Purpose	Expiration
com	This cookie is set by YouTube. Used to track the information of the embedded YouTube videos on a website.	6 months
test_cookie	This cookie is set by Google doubleclick.net. The purpose of the cookie is to determine if the users' browser supports cookies.	15 minutes
_fbp	This cookie is set by Facebook to deliver advertisements when they are on Facebook, or a digital platform powered by Facebook	3 months

	advertising after visiting this website.	
fr	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behaviour of the user across the web on sites that have Facebook pixel or Facebook social plugin.	3 months
IDE	Used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile.	2 years
GPS	This cookie is set by YouTube and registers a unique ID for tracking users based on their geographical location	30 min
_dc_gtm_UA-41666086-3	This cookie is used to help identify visitors by either age, gender, or interests via DoubleClick. It forms part of the tracking mechanisms used to gather statistical data for improving user experiences on websites.	1 minute
_clk	This is used by Microsoft Clarity to store a unique user ID, which helps in tracking and analyzing user interactions on a website. Its primary purpose is for marketing, as it allows websites to gather insights about user behavior to improve user experience and tailor marketing strategies.	1 year
VISITOR_INFO1_LIVE	The cookie is stored by YouTube and is used to estimate the user's bandwidth on pages with embedded YouTube videos. This helps YouTube optimize video streaming quality.	6 months
IDE	This cookie is primarily used by Google for advertising purposes, specifically to provide ad delivery or retargeting. This means it helps display ads that are relevant and engaging for the user across different websites.	13 months within the European Economic Area (EEA), Switzerland, and the UK, 24 months elsewhere
aid	This cookie is used by ZoomCharts helps in tracking user activity across different devices and linking user interactions.	180 days

Third-party providers on our website:

- [YouTube](#)
- [Microsoft](#)
- [Facebook](#)
- [Google](#)
- [Vimeo](#)
- [Hotjar.com](#)
- [Cloudflare.com](#)
- [Intercom](#)
- [Salespanel.io](#)

Please be aware that these third-party services are outside our control. We also recommend reviewing the privacy notices of these providers as their approach and practice may vary from ours. Providers may, at any time, change their terms of service, purpose, and use of cookies, etc.

How to control and delete cookies

As stated above, you can change your cookie preferences at any time at <https://zoomcharts.com/en/cookie-policy/>.

The cookie consent tool can be utilized to customize your cookie preferences. The tool will record when you have consented to our cookie policy and will ask for consent once a year to ensure users stay up to date with changes to our cookie and privacy policies. The consent tool specifically controls the marketing cookies and performance cookies set by using our primary public website. Strictly necessary cookies cannot be disabled, nor can the tool be used to block cookies on third party websites linked from our website.

Updates to this Cookie Policy

You are encouraged to periodically review this Cookie Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Cookie Policy by your continued use of this website after the date such revised Cookie Policy is posted.

Review of this policy

We keep this policy under regular review. This policy was last updated on the [17 December 2024]

