3rd Party	Cookies Description	Functional Use
Google Analytics	Google Analytics uses a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. '_ga', the main cookie used by Google Analytics, enables a service to distinguish one visitor from another and lasts for 2 years. Any site that implements Google Analytics, including Google services, uses the '_ga' cookie. Each '_ga' cookie is unique to the specific property, so it cannot be used to track a given user or browser across unrelated websites.	Google Analytics cookies are used to track and analyze website traffic and visitor behavior. These cookies help us understand how users interact with our website, such as the pages they visit, the time spent on each page, and the actions taken. This data enables us to improve our website's performance, optimize content, and enhance user experience.
ION Rock Content	Rock Content uses the following types of cookies on our website: **Essential Cookies:** These cookies are necessary for the basic functioning of the website and cannot be turned off. They also don't collect any personal data. **Functional Cookies:** These cookies remember your preferences, such as language or font size, to provide a more personalized experience. **Performance Cookies:** These cookies collect information about how users interact with the website, such as the pages visited and the time spent on each page, helping us to improve website's performance and user experience. **Advertising Cookies:** These cookies are used to show personalized advertisements based on your browsing behavior. When you use our website, it is possible to set what cookies are enabled using our banner that is shown at the bottom of the website. You can also control or delete cookies by adjusting your browser settings, but please note that disabling cookies may impact your experience on our website.	ION Rock Content cookies provide functionality related to interactive content and experiences on our website. These cookies help deliver personalized and engaging content by remembering user preferences, interaction history, and progress within interactive elements. They enhance the user experience and enable us to provide dynamic and relevant content.

[Bombora](#)	Bombora collects unique identifiers, such as cookie ID or hashed email; IP address and information derived from the IP address, such as city and state; engagement level data, such as dwell time, scroll depth, scroll velocity, and time between scrolls; page URL and information derived therefrom such as content, context and topics; referrer URL; browser type and operating system. Bombora does not collect Personally Identifiable Information. Bombora collects Cookie IDs and IP addresses, including engagement metrics. The data Bombora collects is not PII because at collection the data is aggregated to create a profile of a company, not an individual.	Bombora cookies enable audience data segmentation and targeting on our website. These cookies help us identify website visitors and categorize them into audience segments based on their professional attributes and interests. This allows us to deliver personalized and relevant content, offers, and advertisements to specific audience groups, enhancing the effectiveness of our marketing efforts.
[ZoomInfo Websights](#)	When individuals visit our Site, our servers and/or those of our service providers automatically record certain information that the web browser sends, such as web request, Internet Protocol address, browser type, referring/exit pages and URLs, page loads and clicks, domain names, landing pages, pages viewed, time and date of use, and other information.	ZoomInfo Websights cookies help us understand user preferences and behavior, allowing us to optimize our website's performance, improve conversions, and deliver a more personalized experience. They may collect information about user interactions, such as pages visited, time spent on each page, and the actions taken.
[Pendo](#)	Pendo relies on first-party cookies, which are considered less invasive and less vulnerable to cross-site scripting attacks than third-party cookies. They are also compliant with GDPR, more adaptable to browser changes, and typically result in faster load times relative to third-party cookies. Pendo uses cookies to Identify and record the visitor's Account ID for use in guide delivery, analytics, feedback, and engagement with all Pendo mechanisms for tracking user behavior on the Site to inform product decisions and support utilization.	Pendo cookies aid in gathering user feedback and analyzing user behavior on our marketing website. These cookies allow us to track user interactions, such as clicks, scrolling, and navigation patterns, to analyze and understand user preferences and optimize the website's design, layout, and usability accordingly.

[Facebook/Meta](#)	We use Facebook Custom Audiences to deliver targeted advertisements to individuals who visit our website or meet a certain demographic, firmographic or behavioral criteria that we think would be relevant to our products. Unlike cookies that are set on Meta's own domains, these cookies aren't accessible by Meta when you're on a site other than the one on which they were set. They serve the same purposes as cookies set in Meta's own domain, which are to personalize content (including ads), measure ads, produce analytics and provide a safer experience.	Meta cookies support the functioning and optimization of our marketing website. These cookies may collect information on website performance and errors, user preferences, and device information to improve responsiveness and ensure smooth browsing experience. They also help us track the effectiveness of marketing campaigns by providing insights into user engagement and conversions.
[LinkedIn](#)	We use LinkedIn cookies to track and analyze user interactions with our content and advertisements. These cookies enable us to measure the effectiveness of our LinkedIn marketing campaigns, understand user engagement, and deliver relevant advertisements to our website visitors based on their LinkedIn profile data. The information collected through these cookies may be used to optimize our marketing strategies and enhance the user experience on our website. By using LinkedIn cookies, we aim to provide personalized and targeted content to our visitors while ensuring compliance with LinkedIn's privacy policies and user preferences. These cookies may collect data such as device and browser information, IP address, and website usage patterns. You have the option to manage your cookie preferences and control the use of LinkedIn cookies through your browser settings or LinkedIn's own privacy controls.	LinkedIn cookies are used on our marketing website to track and analyze user interactions with our content and advertisements. These cookies enable us to measure the effectiveness of our LinkedIn marketing campaigns, understand user engagement, and deliver relevant advertisements based on LinkedIn profile data. The information collected through these cookies may be used to optimize our marketing strategies and enhance the user experience on our website.