



Cookie Policy

Crobox

Leonard Wolters, Revision 0.1, October 2017

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Crobox Cookie Policy

Does Crobox uses cookies?

Crobox uses cookies in order to identify users across multiple sessions. Without using cookies, we can't identify users during their life cycle resulting in incomplete profiles.

However, if the Client can provide us with a unique identifier (UUID) indicating a unique user, we don't need to store cookies at all.

Crobox Cookie Policy

Crobox is in the exact same cookies policy category as Google Analytics tracking. Our cookie policy is based on any other advertising technology and/or platform. Crobox is a first party cookie such as any other A/B testing or analytical tool.

What is stored in a Crobox cookie?

The cookie used by Crobox for the Assignment contains a randomly unique identifier (UUID) that tracks the user over multiple sessions. Its expiration date is set to 180 days.

If the Client can send us a UUID, there is no cookie setting required resulting in no Crobox cookie stored at all.

Does Crobox control the cookie parameters?

No, the expiration date can be set by the Client according to any desired setting.

Concerning iframes

If the Client works with iframes on their website, will this work for 1st party cookies? Or will it look like a third party cookies?

This depends on the used domain of the iframe and if Crobox javascript runs in a specific iframe.

Does Crobox offer opt-out functionality?

Yes. Any user can easily opt-out; Clients don't need any custom integration for this. After opting out, the Crobox tracking cookie if available will be deleted and a new cookie will be set indicating that specific user doesn't want to be tracked over (new) sessions. After opting out, no Data will be collected any more and no profile will be created / updated.