

# Branch Cookie Policy

Cookies are small text files placed on your computer by sites that you have visited. They are used to make Branch websites work, or work more effectively and efficiently, and to provide a better user experience. Cookies may also provide information to the owners of the site. No personally identifiable information is stored within them, however, full details are below to explain the cookies we use and why.

On this page, we provide a list of all the cookies and services that may set cookies on your device. If you do not wish to have cookies set on your device for any reason, you may opt out of all cookies via your browser settings. You may also adjust your cookies settings via the Cookies Settings link on our website. Branch websites recognize the Global Privacy Control (GPC). For more information on the GPC and how to use a browser or browser extension incorporating the GPC signal, see <https://globalprivacycontrol.org/>.

## What are cookies?

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

# Cookie List

## What types of cookies does Branch use?

### Strictly Necessary Cookies:

These cookies are necessary for the website to function properly and cannot be disabled. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Cookie Subgroup	Cookies	Cookies used
university.branch.io	user_language_code	First Party
www2.branch.io	<u>__cf_bm</u> , <u>BlGipServerx</u> ,	First Party
www.branch.io	wordpresspass_XXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX, wordpressuser_XXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX, <u>wp-</u> <u>settings-time-X</u> , <u>PHPSESSID</u> , wp-settings-, wordpress_logged_in_XXXXXXX XXXXXXXXXXXXXXXXXXXXX, <u>wp-</u> <u>postpass_XXXXXXXXXXXXXXXXXX</u> <u>XXXXXXXXXXXXX</u> , <u>wordpress_sec_</u> , <u>wordpress_test_cookie</u> ,	First Party
support.branch.io	<u>_cfuvid</u>	First Party

Cookie Subgroup	Cookies	Cookies used
dashboard.branch.io	<u>_csrf</u>	First Party
support.branch.io	<u>__cf_bm</u>	First Party
branch.io	<u>OptanonAlertBoxClosed</u> , <u>OptanonConsent</u>	First Party
help.branch.io	<u>XSRF-TOKEN</u>	First Party
consent.cookiebot.com	<u>CookieConsent</u>	Third Party
www.recaptcha.net	<u>_GRECAPTCHA</u>	Third Party

## Functional Cookies:

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Cookie Subgroup	Cookies	Cookies used
bizable.com	<u>_BUID</u>	Third Party
github.com	<u>_octo</u>	Third Party
app.link	<u>_s</u>	Third Party
g2crowd.com	<u>__cf_bm</u>	Third Party
bugcrowd.com	<u>_crowdcontrol_session_key</u>	Third Party
github.com	<u>logged_in</u>	Third Party
prnewswire.com	<u>__cf_bm</u>	Third Party

Cookie Subgroup	Cookies	Cookies used
gist.github.com	<u>_gh_sess</u>	Third Party
g2.com	<u>__cf_bm</u>	Third Party

## Performance Cookies:

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Cookie Subgroup	Cookies	Cookies used
branch.io	<u>_gid</u> , <u>_mkto_trk</u> , <u>_biz_dfsA</u> , <u>mp_XXXXXXX_mixpanel</u> , <u>_biz_uid</u> , <u>_ga_XXXXXXXXXX</u> , <u>_gat</u> , <u>biz_pendingA</u> , <u>_biz_kvpA</u> , <u>_biz_flagsA</u> , <u>_biz_nA</u> , <u>_ga</u>	First Party
www2.branch.io	<u>_mkto_trk</u>	First Party
cdn.branch.io	<u>_gid</u> , <u>_ga</u>	First Party
videos.branch.io	<u>_mkto_trk</u>	First Party
www.branch.io	<u>_mkto_trk</u>	First Party
cdn.mxpl.com	<u>mp_XXXXXXX_mixpanel</u>	Third Party

## Social Media Cookies:

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser

across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Cookie Subgroup	Cookies	Cookies used
connect.facebook.net	<u>fbsr_348703352001630</u>	Third Party

## Targeting Cookies:

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you disable these cookies, you will experience less targeted advertising.

Cookie Subgroup	Cookies	Cookies used
branch.io	<u>_gcl_au</u> , <u>_fbc</u> , <u>_fbp</u>	First Party
io	<u>_fbp</u>	First Party
youtube.com	<u>VISITOR_PRIVACY_METADATA</u> , <u>YSC</u> , <u>VISITOR_INFO1_LIVE</u> , <u>__Secure-xxxxxxx</u>	Third Party
tiktok.com	<u>tta_attr_id_mirror</u>	Third Party
casalemedia.com	<u>CMPS</u> , <u>CMID</u> , <u>CMPRO</u>	Third Party
company-target.com	<u>tuuid</u> , <u>tuuid_lu</u>	Third Party
linkedin.com	<u>Bcookie</u> , <u>lidc</u> , <u>li_gc</u>	Third Party
doubleclick.net	<u>IDE</u> , <u>test_cookie</u>	Third Party
tremorhub.com	<u>tv_UIDM</u> , <u>tvid</u>	Third Party