branch

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	__cf_bm, BIGipServerx,	First Party
www.branch.io	wordpresspass_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX, wordpressuser_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX, wp settings-time-X, PHPSESSID, wp-settings-, wordpress_logged_in_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX, wp postpass_XXXXXXXXXXXXXXXXXXXXXXXXXXXX, wordpress_sec_, wordpress_test_cookie	First Party
support.branch.io	_cfuvid	First Party
dashboard.branch.io	_csrf	First Party

Cookie Subgroup	Cookies	Cookies used
support.branch.io	__cf_bm	First Party
branch.io	OptanonAlertBoxClosed, OptanonConsent	First Party
help.branch.io	OptanonAlertBoxClosed, OptanonConsent	First Party
consent.cookiebot.com	CookieConsent	Third Party
www.recaptcha.net	_GRECAPTCHA	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
bizible.com	_BUID	Third Party
github.com	_octo	Third Party

Cookie Subgroup	Cookies	Cookies used
app.link	_s	Third Party
g2crowd.com	_cf_bm	Third Party
bugcrowd.com	_crowdcontrol_session_key	Third Party
github.com	logged_in	Third Party
prnewswire.com	__cf_bm	Third Party
gist.github.com	_gh_sess	Third Party
g2.com	__cf_bm	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	_gid, _mkto_trk, _biz_dfsA, mp_xxxxxxx_mixpanel, _biz_uid, _ga_xxxxxxxxxx, _gat, biz_pendingA, _biz_kvpA, _biz_flagsA, _biz_nA, _ga	First Party
www2.branch.io	_mkto_trk	First Party
cdn.branch.io	_gid, _ga	First Party
videos.branch.io	_mkto_trk	First Party

Cookie Subgroup	Cookies	Cookies used
www.branch.io	_mkto_trk	First Party
cdn.mxpnl.com	mp_xxxxxxx_mixpanel	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	fbsr_348703352001630	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	_gcl_au, _fbc, _fbp	First Party
io	_fbp	First Party
youtube.com	VISITOR_PRIVACY_METADATA, YSC, VISITOR_INFO1_LIVE, __Secure-xxxxxxx	Third Party
tiktok.com	tta_attr_id_mirror	Third Party
casalemedia.com	CMPS, CMID, CMPRO	Third Party
company-target.com	tuuid, tuuid_lu	Third Party
linkedin.com	Bcookie, lidc, li_gc	Third Party

Cookie Subgroup	Cookies	Cookies used
doubleclick.net	IDE, test_cookie	Third Party
tremorhub.com	tv_UIDM, tvid	Third Party

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