

## 1. Appendix: Cookie Overview

The following overview lists the cookies and comparable technologies used on our website, including their provider, purpose, category and storage duration. Entries stored exclusively in the browser's local or session storage are not listed separately.

<b>Name</b>	<b>Provider</b>	<b>Purpose</b>	<b>Category</b>	<b>Storage duration</b>
_calendly_session	Calendly	Maintains session information during the Calendly booking flow.	Preference	21 d
dd_cookie_test_00b4068ff399...	Calendly	Short-lived test cookie to verify whether cookies can be set in the user's browser.	Strictly necessary	1 min
dd_cookie_test_0e0bb0cd-5445...	Calendly	Short-lived test cookie to verify whether cookies can be set in the user's browser.	Strictly necessary	1 min
dd_cookie_test_497f6bc1-2aea...	Calendly	Short-lived test cookie to verify whether cookies can be set in the user's browser.	Strictly necessary	1 min
dd_cookie_test_af8cc0c6-f977...	Calendly	Short-lived test cookie to verify whether cookies can be set in the user's browser.	Strictly necessary	1 min
_ga	Google Analytics	Distinguishes unique users by assigning a randomly generated number as a client identifier.	Statistics	1 yr 1 mo
_ga_1KEN0Y6ED9	Google Analytics	Persists session state for this	Statistics	1 yr 1 mo

		Google Analytics 4 property.		
_gcl_au	Google Ads	Used by Google AdSense/Ads to store and track conversions across sites.	Marketing	2 mo 29 d
__cf_bm	HubSpot / Cloudflare	Distinguishes human visitors from bots (bot management) for services loaded via HubSpot/Cloudflare.	Strictly necessary	30 min
__hssc	HubSpot Analytics	Tracks sessions on the website (counts pageviews for the current session).	Statistics	30 min
__hssrc	HubSpot Analytics	Detects whether the user has restarted the browser, enabling accurate session identification.	Statistics	Session
__hstc	HubSpot Analytics	Tracks visitors over time, including first visit, last visit, current visit and visit number.	Statistics	6 mo
cookietest	HubSpot Analytics	Tests whether the user's browser accepts cookies.	Strictly necessary	Session
hubspotutk	HubSpot Analytics	Recognizes returning users by assigning a unique visitor token used for lead tracking.	Statistics	6 mo

bcookie	LinkedIn Insight Tag	Browser identifier cookie used for tracking the use of embedded LinkedIn services.	Marketing	1 yr
li_gc	LinkedIn Insight Tag	Stores the consent status for the use of non-essential cookies by LinkedIn services.	Marketing	6 mo
lidc	LinkedIn Insight Tag	Facilitates LinkedIn data-center selection and load balancing.	Marketing	1 d
MUID	Microsoft Advertising	Identifies unique web browsers visiting Microsoft sites for advertising and site analytics.	Marketing	1 yr 25 d
_clck	Microsoft Clarity	Persists the Clarity user identifier for a website so that metrics can be attributed to the same user.	Statistics	1 yr
_clsk	Microsoft Clarity	Connects multiple page views by the same user into a single Clarity session recording.	Statistics	1 d
OptanonConsent	OneTrust (via Calendly)	Stores consent preferences for the OneTrust consent banner on Calendly-embedded pages.	Strictly necessary	1 yr
__stripe_mid	Stripe (via Calendly)	Fraud prevention cookie for Stripe payment widgets embedded on Calendly pages.	Strictly necessary	1 yr

__stripe_sid	Stripe (via Calendly)	Session-level fraud prevention cookie for Stripe payment widgets.	Strictly necessary	30 min
m	Stripe	Assigns a device identifier used by Stripe for fraud detection.	Strictly necessary	1 yr 1 mo
CookieConsent	Cookiebot	Stores the user's consent state for cookies on the current domain.	Strictly necessary	1 yr
_cfuvid	Cloudflare (via HubSpot)	Used by Cloudflare to distinguish individual users sharing the same IP address for rate limiting.	Strictly necessary	Session