Cookie Policy

Last Updated: November 20, 2023

AlpacaDB, Inc. and its subsidiaries and affiliates (collectively, "Alpaca", "us" or "we") understand that your privacy is important and we are committed to being transparent about the technologies we use. This Cookie Policy explains how and why cookies, web beacons, pixels, and other similar technologies (collectively "cookies and other tracking technologies") may be stored on and accessed from your device when you use or visit any website or app that posts a link to this Cookie Policy (collectively, "Sites"). This Cookie Policy should be read together with our Privacy Policy.

What are Cookies and Other Tracking Technologies?

A cookie and other tracking technologies are small files that can be stored on and accessed from your device when you visit one of our Sites, to the extent you agree and opt-in. These collectively enable us to recognize your device and collect information about how you use our Sites. You can find more information at http://www.allaboutcookies.org and http://www.youronlinechoices.eu.

How do our Sites use Cookies and Other Tracking Technologies?

Alpaca uses cookies and other tracking technologies to identify you, your device, your interests, remember your preferences and track your use of our Sites. This information is used to control access to certain content on our Sites, protect our Sites, and process any requests that you make of us. This helps us analyze data about website traffic and improve our website.

When you visit our website for the first time, we will ask you to accept or reject our cookies. Thereafter, dependent on the device or location you are visiting from, after a certain period of time we may ask you to accept or reject our cookies again. The purpose is to remember your preferences (e.g. name, language, etc.) for a certain period of time. In this way, you will not have to re-enter your preferences every time.

Cookies can also be used to compile anonymized statistics on the browsing experience on our Sites.

To administer our Sites, Alpaca has contracted with third-party service providers to track and analyze statistical usage from the users of our Sites. These third-party service providers may use persistent cookies to help us improve user experience and analyze how users navigate and utilize our Sites.

First-party and Third-party Cookies

"First-party Cookies" are cookies that belong to Alpaca, that can only be read by our Sites, and are placed on your device whereas "Third-party Cookies" are cookies that Third-parties places on your device as you visit our site. Alpaca may contract with third-party service providers to send messages to users who have provided us with their contact information. To help measure and improve the effectiveness of our e-mail communications, and/or to determine whether messages have been opened and links clicked on, the third-party's may place cookies on the devices of these users.

For more information on how these companies collect and use the information on our behalf, please refer to their respective privacy policies below.

We use the following types of cookies:

- We use strictly necessary cookies as they allow us to operate our Sites so you have access to them as requested.
- We use persistent cookies to improve the experience of using our Sites which includes recording your acceptance of our Cookie Policy. These are cookies that are stored on your computer and are not automatically deleted when you exit the browser (unlike session cookies, which are deleted when you exit the browser or delete your cache.
- We use session cookies to help us track your usage as described and are temporary and deleted from your machine when your web browser is closed.
- We use advertising cookies (or targeting cookies) to collect information about browsing habits associated with your device and used by third parties for services such as 'Like' or 'Share' buttons in addition to providing the requested functionality. Third parties provide these services in return for recognizing that your device visited a certain site. These third parties put down advertising cookies both when you visit our site and when you use their services and navigate away from our site.

The data collected by cookies that have been placed on your device will be kept for as long as necessary to fulfill the purposes mentioned above.

We use the following strictly necessary cookies:

Cookie	Source	Purpose
debug JSESSIONID	Alpaca	Used for operational analysis of the site
_GRECAPTCHA	Google	Google reCAPTCHA for risk analysis
_hjAbsoluteSessionInProgress _hjFirstSeen	HotJar	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.
li_gc AnalyticsSyncHistory	LinkedIn	Used to store guest consent to the use of cookies for non-essential purposes Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries
__cf_bm	Hubspot	This cookie is used to distinguish between humans and bots.

We use the following persistent cookies:

Cookie	Source	Purpose
_ga _gid _gcl_au _gat_gtag	Google Analytics	These cookies collect information to measure and understand how visitors use our Site. This includes user activity tracking on this Site, including pages, visited and links clicked. Click here for Google's privacy policy in respect of Google Analytics G Google Marketing Platform - Unified Advertising and Analytics
bcookie AnalyticsSyncHistory li_gc	LinkedIn	This cookie is set by LinkedIn. The purpose of the cookie is to enable LinkedIn functionalities on the page. https://www.linkedin.com/legal/privacy-policy

lidc	LinkedIn	This cookie is set by LinkedIn and used for routing. https://www.linkedin.com/legal/privacy-policy
UserMatchHistory	LinkedIn	Used to track visitors on multiple Sites, in order to present relevant advertisements based on the visitor's preferences. https://www.linkedin.com/legal/privacy-policy
ajs_user_id ajs_group_id	Segment.io	The cookie is set by Segment.io and is used to analyze how you use the website. ⦿ Website Privacy Notice | Twilio
__hstc __hssc __hssrc hubspotutk messagesUtk	Hubspot	The cookie is used with Hubspot for site analytics.

We use the following session cookies:

Cookie	Source	Purpose
lang	LinkedIn	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visits the site. https://www.linkedin.com/legal/privacy-policy

We use the following advertisement cookies:

Cookie	Source	Purpose
bscookie bcookie UserMatchHistory	LinkedIn	This cookie is a browser ID cookie set by Linked share Buttons and ad tags. https://www.linkedin.com/legal/privacy-policy
test_cookie IDE	doubleclick.net	This cookie is set by G Enterprise Advertising & Analytics Solutions - Google Marketing Platform. The purpose of the cookie is to determine if the user's browser supports cookies.
_gcl_au	Google Adsense	Used by Google AdSense for experimenting with advertisement

		efficiency across websites using their services
_fbp	Meta	Used by Meta to deliver a series of advertisement products
personalization_id	Twitter/X	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the site

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How do I refuse or withdraw my consent to the use of Cookies?

If you do not want cookies to be placed on your device, you can adjust the setting of your Internet browser to reject all or some cookies and to alert you when a cookie is placed on your device. For further information please refer to your browser 'help' / 'tool' or 'edit' section or see http://www.allaboutcookies.org. Please note that if you use your browser settings to block all cookies you may not be able to access or use all functionality of our Sites.

If you want to remove previously stored cookies, you can manually delete the cookies at any time. However, this will not prevent the Sites from placing further cookies on your device unless and until you adjust your Internet browser setting as described above.

For more information on the development of user-profiles and the use of targeting cookies, please see http://www.youronlinechoices.eu if you are located in Europe or www.aboutads.info/choices if in the United States.

Delete cookies from your device

You can delete the cookies you already have on your device by deleting the browser history or cache. This will delete cookies from all websites you have visited.

However, you may also lose some of the information you have stored (e.g. login information or preferences for websites).

Blocking cookies

It is possible to set most modern browsers to not accept cookies on the device you are using by default, but in that case, you may have to manually set a number of preferences each you visit a Site or page. In addition, some services and features may not work properly (e.g. profile logins).

How do we use Other Tracking Technologies in our communications?

Alpaca may collect information about whether you open or click any links in the communications that we send to you through web beacons.

A web beacon is a graphic image placed on a site or in an email that alone or in conjunction with cookies compiles information about your interaction with an Alpaca site or email. For example, we may add web beacons to the communications that we send to you to determine whether you have opened our email or clicked a link. The analysis gathered helps us improve the effectiveness of the content and format of our Sites and communications.

How do I refuse or withdraw my consent to the use of Web Beacons?

You may avoid web beacons by configuring your email program to disable the functionality that enables remote images to load and by not clicking on any links in email messages.

Contact us

If you have any other questions about our Cookie Policy, please contact us at:

AlpacaDB, Inc
Privacy Department
3 East Third Ave, Suite 214

San Mateo, CA 94401
+1 650 489-2017

privacy@alpaca.markets