



The EverLearner

Cookie information

Updated June 2021

1. Introduction

Cookies are small text files that can be used by our website to make a user's experience more efficient. The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Functionality cookies enable or maintain certain functionality on the website. Without these cookies, certain features of the website will not function.

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

2. Cookies in use on TheEverLearner.com

Cookie name	Purpose	Provider	Contains	Expiry	Type
PHPSESSID	Used by the website to store a unique identifier which references all the session data on the server for your session.	theeverlearner.com	Unique session identifier.	Session	HTTP Cookie Necessary
_ga	Used to distinguish, but not identify, users to Google Analytics.	google.com	Google Analytics identifier	2 years	HTTP Cookie Statistic
_ga_1Z73T7SDLT	Used to persist session state.	google.com	Google Analytics container identifier	2 years	HTTP Cookie Statistic
isCookieAgree	Site cookie preferences.	theeverlearner.com	true if exists	1 year	HTTP Cookie Necessary
accessibility-color	Used to maintain accessibility color settings between pages/sessions.	theeverlearner.com	access-color-1 access-color-2 access-color-3	13 months	HTTP Cookie Preference
accessibility-size	Used to maintain accessibility text-size between pages/sessions.	theeverlearner.com	access-size-1 access-size-2 access-size-3	13 months	HTTP Cookie Preference

3. Cookies provided by HubSpot (customer chat and tracking) and in use on TheEverLerner.com

Cookie name	Purpose	Provider	Contains	Expiry	Type
__hs_opt_out	Opt out cookie.	HubSpot	It contains the string "yes" or "no".	390 days	HTTP Cookie Necessary
__hssc	This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.	HubSpot	It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	30 minutes	HTTP Cookie Necessary
hubspotutk	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	HubSpot	It contains an opaque GUID to represent the current visitor.	13 months	HTTP Cookie Necessary
__hstc	The main cookie for tracking visitors.	HubSpot	It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	13 months	HTTP Cookie Necessary
__hs_initial_opt_in	This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode.	HubSpot	It contains the string "yes" or "no".	7 days	HTTP Cookie Necessary

_hssrc	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.	HubSpot	It contains the value "1" when present.	Session	HTTP Cookie Necessary
hs-messages-is-open	This cookie is used to determine and save whether the chat widget is open for future visits. It is set in your visitor's browser when they start a new chat, and resets to re-close the widget after 30 minutes of inactivity. If your visitor manually closes the chat widget, it will prevent the widget from re-opening on subsequent page loads in that browser session for 30 minutes.	HubSpot	It contains a boolean value of True if present.	30 Minutes	HTTP Cookie Necessary
messagesUtk	This cookie is used to recognize visitors who chat with you via the chatflows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated	HubSpot	It contains an opaque GUID to represent the current chat user.	13 months.	HTTP Cookie Functionality

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4. Additionally in the subdomain pages.hubspot.com, the following cookies are in use

Cookie name	Purpose	Provider	Contains	Expiry	Type
_fbp	To store and track visits across websites.	Facebook.com	Combination of subdomain index, creation time and a random number.	90 days.	HTTP Cookie Necessary
_fbclid	When a user clicks on an ad on Facebook, the link sometimes includes a fbclid query parameter. When the user lands on the target website, if the website has a Facebook pixel that uses first-party cookies, the pixel automatically saves the fbclid query parameter to an _fbclid cookie for that website domain.	Facebook.com	Combination of subdomain index, creation time and the unique click id.	90 days	HTTP Cookie. Necessary.
__cfuid	Used by CloudFlare (a Content Delivery Network) to enforce their rate-limiting policy.	CloudFlare.com	Unique, opaque identifier.	Session	HTTP Cookie Necessary