COOKIE POLICY

SERVERMANIA COOKIE POLICY

This website uses cookies.

WHAT'S A COOKIE?

A cookie is a small text file that is downloaded to your computer that gives you a more personalised experience when using our website. They are not harmful and are not used to identify you personally.

For example, a cookie can record certain information about a visitor to a website to tailor their options for when they next visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

Most internet browsers will allow you to turn off cookies if you wish, you should refer to the Help guide of your browser to learn how to do this. But please remember that disabling or blocking cookies may impact your ability to use websites and the services that they offer.

By continuing to use this website we at **ServerMania** will assume that you are happy with our cookie policy and that we can place cookies on your computer device.

Some tools you may find useful for working with cookies:

- Google Analytics Opt-out Browser Add-on - https://tools.google.com/dlpage/gaoptout
- Your Online Choices - http://www.youronlinechoices.com/uk/

To learn more about cookies visit:

All about Cookies - http://www.allaboutcookies.org/

HOW DO WE USE COOKIES?

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

TYPES OF COOKIES

Session cookies
These are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

Persistent cookies
A persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

COOKIES CAN ALSO BE CATEGORIZED AS FOLLOWS

Strictly necessary cookies
These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

Performance cookies
These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

Functionality cookies
These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

OTHER TYPES OF COOKIES OR THIRD PARTIES THAT INSTALL COOKIES

Some of the services listed below collect statistics in an anonymized and aggregated form and may not require the consent of the User or may be managed directly by the Owner - depending on how they are described - without the help of third parties.

If any third party operated services are listed among the tools below, these may be used to track Users' browsing habits – in addition to the information specified herein and without the Owner's knowledge. Please refer to the privacy policy of the listed services for detailed information.

COOKIES WE USE

Necessary Cookies
These help to 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:

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
__cfduid	CloudFlare	Used by the content network, Cloudflare, to identify trusted web traffic	HTTP	1 Year
__lc_cid __lc_mcid __lc_cst __lc_mcst __livechat __livechat_lastvisit	accounts.livechatinc.com	Necessary for the functionality of the website's chat-box function.	HTTP	3 Years
AWSALB	process.iconnode.com	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	HTTP	6 Days
CONSENT	google.com	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	HTTP	19 Years
local_storage_support_test	twitter.com	The co o kie is used in context with the local-storage function in the browser. This function allows the website to load faster by re-loading certain procedures.	HTML	Persistent
PHPSESSID	blog.servermania.com	Preserves user session state across page requests.	HTTP	Session

Preference Cookies
These allow a website to remember information that changes the way the site behaves or looks. Without these cookies a website should still work but the experience may be less functional:

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
__livechat __livechat_lastvisit	livechat.com	Used to hide the user's personal customisation of LiveChat and stores when the user last used LiveChat.	HTTP	3 Years
__lang	cdn.syndication.twimg.com	Remembers the user's selected language version of a website.	HTTP	Session

Statistics Cookies
These help a website owner to understand how visitors interact with their website by collecting and reporting information anonymously:

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
_ga _gat _gid	Google Analytics	Registers a unique ID that is used to generate statistical data on how the visitor users the website.	HTTP	2 Years
_omappvp	servermania.com blog.servermania.com	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	HTTP	11 Years
PugT	pubmatic.com	Used to determine the number of times the cookies have been updated in the visitor's browser. used to optimize the website's server efficiency.	HTTP	29 days
personalization_id	twitter.com	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile.	HTTP	2 years

Marketing Cookies
These are used to track visitors to a website with the intention or displaying advertisements that are relevant to the user, these may include cookies set and collected by our third-party advertisers or providers:

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
__adroll	AdRoll	Used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.	HTTP	1 Year
ar_v4	servermania.com	Optimises ad display based on the user's movement combined and various advertiser bids for displaying user ads.	HTTP	1 Year
_hjIncludedInSample	servermania.com blog.servermania.com	Determines if the user's navigation should be registered in a certain statistical place holder.	HTTP	Session
_te_	servermania.com	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	HTTP	Session

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
_cc_aud _cc_cc _cc_dc _cc_id	crwdcntrl.net	Collects anonymou statistical data related to the user's web site visits, such as the number of visits, average time spent on the web site and what pages have been loaded . The p rp o se is to segment the web site's users according to factors such as demographics and geographical location , in order to enable media and marketing agencies to stru ctu re and understand their target groups to enable customised online advertising.	HTTP	270 days
1P_JAR	google.com	Collects information on visitor behaviours on multiple websites. This information is used on the website, in order to optimize the relevance of advertisements.	HTTP	29 days
adrl	outbrain.com	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	HTTP	3 months
APID	advertising.com	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimize the relevance of advertisement.	HTTP	1 year
Bkdc bku	bluekai.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	HTTP	180 days
c	bidswitch.net	Regulates synchronisation of user identification and exchange of user data between various ad services.	HTTP	1 year
cm/b/out cm/g/in cm/g/out cm/index/out cm/n/out cm/o/out cm/triplelift/out	d.adroll.com	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.	PIXEL	Session
CMDD CMPRO CMPS CMRUM3 CMSC CMST	casalemedia.com	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	HTTP	1 day
Fr Tr _fbp	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	HTTP	3 months

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
i/jot i/jot/syndication	twitter.com	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	PIXEL	Session
idsync/ex/ receive	tapad.com	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	PIXEL	Session
int/lotame	sync. sharethis.com	Used in context with the share-button toolbar. Determines which and how many share-buttons are shown to the visitor.	PIXEL	Session
IDE	doubleclick. net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	HTTP	1 year
IDSYNC	advertising. com.com advertising. com	Identifies if the cookie-data needs to be updated in the visitor's browser - This is determined through third-party ad-serving-companies.	HTTP	1 year
KRTBCOOKIE_# PUBMDCID	pubmatic.com	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	HTTP	399 days
NID	google.com	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	HTTP	6 months
r/collect	doubleclick. net	This cookie is used to send data to Google Analytics about the visitor's device and behavior. It tracks the visitor across devices and marketing channels.	PIXEL	Session
rum	casalemedia. com	Collects data related to the user's visits to the website, such as the number of visits, average time spent o n the website and what pages have been loaded, with the purpose of displaying targeted ads.	PIXEL	Session
T_gid taboola_usg	taboola.com	This cookie assigns a specific visitor ID, when the visitor interacts with ads or content from the website - this allows the website to target the visitor with similar ads or content.	HTTP	1 year

COOKIE NAME	PROVIDER	PURPOSE	TYPE	EXPIRY
tap.php	rubiconproject.com	Registers data on visitor such as IP addresses, geographical location and advertisement interaction . This information is used optimize the advertisement on websites that make use of Rubicon Project-services.	PIXEL	Session
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	HTTP	1 day
tluid	3lift.com	This cookie is used to identify the visitor and optimize ad-relevance by collecting visitor data from multiple websites – the exchange of visitor data is normally provided by a third-party data-center or ad-exchange.	HTTP	3 months
tuuid	bidswitch.net	Registers whether or not the user has consented to the use of cookies.	HTTP	1 year
Tuuid_lu ul_cb/sync sync	bidswitch.net	Contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to optimize advertisement relevance and ensure that the visitor does not see the same ads multiple times.	HTTP	1 year
w/1.0/sd i	openx.net	Registers data on visitors such as IP addresses, geographical location and advertisement interaction . This information is used optimize the advertisement on websites that make use of OpenX.net services.	PIXEL	Session
xuid	3lift.com	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.	PIXEL	Session