

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Title Cookie Name	Purpose	More information
Google reCaptcha	Encrypted Cookie by Google reCaptcha	
Login	On login, WordPress uses the wordpress_[hash] cookie to store authentication details (limited to the /wp-admin/ area)	

<p>admin console area, the backend dashboard of the website.</p>	<p>ActivSEO use the cookie <code>wordpress_[hash]</code> to store the authentication details on login. The authentication details include the username and double hashed copy of the password. However, this usage of the cookie is limited to the admin console area, the backend dashboard of the website.</p>	
<p>username and password.</p>	<p>Here <code>[hash]</code> represents the value that is obtained by applying a specific mathematical formula applied to the username and password. It is to ensure that the input values are safe, and no one can access these data using the cookies as it is difficult to 'unhash' the hashed data</p>	
<p>admin interface and the front-end of the website.</p>	<p>The cookie <code>wp-settings-{time}-[UID]</code> is used to customize the view of your admin interface and the front-end of the website. The value represented by <code>[UID]</code> is the individual user ID of the user as given to them in the users' database table.</p>	
<p>cookies are enabled on the browser.</p>	<p>Activseo also sets a cookie named <code>wordpress_test_cookie</code> to check if the cookies are enabled on the browser to provide appropriate user experience to the users. This cookie is used on the front-end, even if you are not logged in</p>	
<p>logged-in Activseo user.</p>	<p><code>wporg_logged_in</code>, <code>wporg_sec</code>: it checks if the current visitor is a logged-in Activseo user. The expiration period of this cookie is 14 days if the user has consented to let the site remember the login credentials. Else, it acts as a session cookie.</p>	

comment form's name field.	The cookie comment_author_[hash] remembers the value entered into the comment form's name field.	
comment form's email field.	The cookie comment_author_email_[hash] remembers the value entered into the comment form's email field.	
comment form's URL field.	The cookie comment_author_url_[hash] remembers the value entered into the comment form's URL field.	
The cookie is used by cdn services like CloudFare	__cfduid The cookie is used by cdn services like CloudFare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application and does not store any personally identifiable information.	

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

Google

To deactivate the use of third party advertising cookies, you may visit the consumer page to manage the use of these types of cookies [\[Click Here\]](#).

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Except for essential cookies, all cookies will expire after [1 year and 30 days]