



Cookie Declaration

Cookie Policy

At Meisterplan, we believe in transparency in the collection and use of data. With this policy, we would like to inform you about the use of our cookies and similar storage technologies. The cookie policy is part of our [Privacy Policy](#), which provides additional information on the data we collect and use.

1. What are Cookies?

Cookies are small text files placed on your end device by your web browser that store certain information. The next time you visit our website using the same device, the information stored by cookies is either returned to our website ("First Party cookie") or another website to which the cookie belongs ("Third Party cookie"). Session cookies are deleted after logging out and closing your browser, while long-term cookies remain on your device until they are deleted by you or your browser, or their duration has expired.

The information stored and returned by the cookie allows us to display our website and its contents according to your preferences and personalize your user experience. Cookies also allow us to evaluate the success of our marketing activities.

However, only the cookie is identified on the device. Additional storage of personal data is only carried out upon your express consent or if such storage is essential, for example, to be able to use the offered and accessed service.

2. Consent to the Use of Cookies

Any unnecessary cookies, for example those that allow us to provide services on our website, will only be used after consent has been given. You will be requested to give your consent to the use of cookies via a notification ("cookie banner") provided by us on the website.

Your [cookie settings](#) may be individually adjusted at any time, for example to activate or deactivate individual cookie categories.

3. Legal Basis

If you have given your consent to the use of cookies by means of a notification ("cookie banner") provided by us on the website, the lawfulness of data processing shall be governed by Art. 6 para. 1 sent. 1(a) GDPR. If no consent is requested, our legitimate interest (i.e. interest in the analysis, optimization and economic operation of this website and services) within the context of Art. 6 para. 1 sent. 1(f) GDPR constitutes the legal basis for the use of cookies.



4. Use of Cookies

Depending on their purpose and function, we classify the cookies used by our website into the following categories:

- a. Essential cookies
- b. Functional cookies
- c. Marketing cookies

a. Essential Cookies

Essential cookies ensure that our website and its services function properly and can be optimized by us. This means that without these cookies, our website and its services cannot be used as intended or cannot be optimized by us due to a lack of statistical data.

This type of cookies (essential cookies) is used exclusively by Meisterplan (First Party cookies) and Google Analytics. The information stored in these cookies is sent only to our website or Google Analytics.

The following essential cookies are used on our website:

| Name | Provider | Sent to | Purpose of Cookies | Duration |
|----------------|----------------------|---------|--|-----------|
| borlabs-cookie | meisterplan.com | USA | The borlabs cookie stores the consent you gave when visiting the website. If you would like to revoke this consent, simply delete the cookie in your browser. When you do this, the next time you access the website again or refresh it, you will again be asked for your consent to use the cookies. | 1 year |
| collect | google-analytics.com | USA | Used to send data on the user's device and visitor behavior to Google Analytics. This cookie tracks the visitor across devices and marketing channels. | Session |
| _ga | meisterplan.com | USA | Uses a unique ID used to generate statistical information on how the visitor uses the site. User and session information is stored anonymously. | 2 years |
| ga_disable | meisterplan.com | USA | Instructs Google Analytics not to store or use user data for web analysis purposes. Web analysis only takes place during the runtime of the Opt-Out cookies. | Long-term |
| _gat | meisterplan.com | USA | Used by Google Analytics to limit the request rate. | 1 day |
| _gid | meisterplan.com | USA | Uses a unique ID used to generate statistical information on how the visitor uses the site. This | 1 day |



| Name | Provider | Sent to | Purpose of Cookies | Duration |
|----------------------|-----------------|---------|---|-----------|
| | | | cookie therefore helps monitor the performance of the website. The anonymously stored data includes number of visitors, how visitors arrive at the website and which pages were viewed. | |
| mp_popup | meisterplan.com | USA | The cookie prevents users from seeing a pop-up again once they have actively closed it. | 1 month |
| _vis_opt_exp_#_combi | meisterplan.com | GB | Used by Visual Website Optimizer to ensure the same website page variant is displayed for each visit when the user is participating in a design experiment. | 99 days |
| _vis_opt_exp_#_split | meisterplan.com | GB | Used by Visual Website Optimizer to determine if the visitor is participating in a design experiment. | 99 days |
| _vis_opt_s | meisterplan.com | GB | Used by Visual Website Optimizer to determine if the visitor is participating in a design experiment. This cookie distinguishes new visitors from returning visitors. | 99 days |
| _vis_opt_test_cookie | meisterplan.com | GB | Used by Visual Website Optimizer to determine if the user's browser supports cookies. | Session |
| _vwo_ds | meisterplan.com | GB | Collects data in for Visual Website Optimizer on the user's visits to the website, such as number of visits, average time spent and which pages have been opened. The purpose is to generate reports for the optimization of website content. | 29 days |
| _vwo_referrer | meisterplan.com | GB | Stores information on references enabling Visual Website Optimizer to identify the original source of traffic in case of a split test. | 1 day |
| _vwo_sn | meisterplan.com | GB | Collects statistics for Visual Website Optimizer on user visits to the website, such as number of visits, average time spent and which pages were opened. | 1 day |
| vwoSn | meisterplan.com | GB | Set to conduct split tests on the website with Visual Website Optimizer, which optimize the website's relevance to the visitor. This cookie may also be set in order to improve the user's experience on a website. | Long-term |
| _vwo_uuid | meisterplan.com | GB | Uses a unique ID for each visitor and is used by Visual Website Optimizer to ensure that the same user interface variant is displayed for each visit when the user is involved in a design experiment. This cookie is also used to measure the performance of different versions of the website and to obtain more accurate data. | 10 years |



| Name | Provider | Sent to | Purpose of Cookies | Duration |
|--------------|-----------------------------|---------|--|----------|
| _vwo_uuid_v2 | meisterplan.com | GB | Set to perform split tests on the website with Visual Website Optimizer, which optimizes the website's relevance to the visitor. This cookie may also be set to improve user experience on a website. It is also used to measure the performance of different versions of the website. | 1 year |
| analyze | visualwebsiteoptimizer. com | USA | Used by Visual Website Optimizer to visually and anonymously record the user's behavior. This cookie allows us to draw conclusions on the usability of our website. | Session |
| c.gif | visualwebsiteoptimizer. com | UK | Used to track goal conversions. This cookie contains the goal ID, which is unique for each goal in the test. | Session |
| l.gif | visualwebsiteoptimizer. com | UK | Used by the website provider in connection with several test variations. It is a tool used to combine or change website content, allowing the website to identify the best variation of the website. | Session |
| s.gif | visualwebsiteoptimizer. com | UK | Used when the user is included in a sampling. This cookie is also used when updates to tags in the session are required, for example because of a new goal or funnel. | Session |
| v.gif | visualwebsiteoptimizer. com | UK | Is set to perform split tests on the website, which optimize the website's relevance to the visitor. This cookie may also be set to enhance the users' experience on a website. | Session |

Essential cookies cannot be individually activated or deactivated.

To opt-out of Google Analytics measurement for all sites you can install the [Google Analytics opt-out browser add-on](#) or you can select a general deactivation of cookies in your browser at any time.

You can also change your setting for Google Analytics web analysis by Meisterplan via the following toggle:

Google Analytics

b. Functional Cookies

Functional cookies enable our website to store information such as your user name or language selection in order to offer you improved and personalized functions. Functional First Party cookies collect and store only anonymous information.

The following functional cookies are used on our website:



| Name | Provider | Sent to | Purpose of the Cookies | Duration |
|-----------------------------|------------------|---------|--|-----------|
| lang | ads.linkedin.com | IE | Saves the language version selected by the user for a website. Content will be displayed in the selected language the next time the user visits the website. | Session |
| lang | linkedin.com | USA | Placed by LinkedIn when a website contains an embedded "Follow us" window. | Session |
| mp_language | meisterplan.com | USA | Placed to allow users with a German browser, who are automatically forwarded to the German website, to select their preferred language. | 1 day |
| yt-remote-cast-installed | youtube.com | USA | Saves the user settings when retrieving a YouTube video integrated on other websites. | Session |
| yt-remote-connected-devices | youtube.com | USA | Saves the user settings when retrieving a YouTube video integrated on other websites. | Long-term |
| yt-remote-device-id | youtube.com | USA | Saves the user settings when retrieving a YouTube video integrated on other websites. | Long-term |
| yt-remote-fast-check-period | youtube.com | USA | Saves the user settings when retrieving a YouTube video integrated on other websites. | Session |
| yt-remote-session-app | youtube.com | USA | Saves the user settings when retrieving a YouTube video integrated on other websites. | Session |
| yt-remote-session-name | youtube.com | USA | Saves the user settings when retrieving a YouTube video integrated on other websites. | Session |

You can object to the use of functional cookies at any time by adjusting your [cookie settings](#) accordingly.

c. Marketing Cookies

Marketing cookies come from both us and external advertising companies. They are used to collect information about the websites you visit, among other things. This information can be used, for example, to deliver targeted advertising to the user.

The following marketing cookies are used on our website:

| Name | Provider | Sent to | Purpose of the Cookies | Duration |
|-------|----------|---------|--|----------|
| MUID | bing.com | USA | Widely used by Microsoft as a unique user ID. This cookie enables user tracking by synchronizing the ID in many Microsoft domains. | 1 year |
| MUIDB | bing.com | USA | Logs visitor information from multiple visits and on multiple websites (e.g. how they use the websites, what advertisements they view). This | 1 year |



| Name | Provider | Sent to | Purpose of the Cookies | Duration |
|-----------------------|-------------------|---------|--|----------|
| | | | information is used to measure the effectiveness of advertising on websites. | |
| IDE | doubleclick.net | USA | Used by Google DoubleClick to log and report the user's actions on the website and in relation to other advertisements from the provider. This cookie is used to deliver targeted advertising to the user. | 1 year |
| test_cookie | doubleclick.net | USA | Used to determine if the user's browser supports cookies. | 1 year |
| embed/v3/counters.gif | forms.hsforms.com | USA | Collects information on user preferences and interactions with web campaign content. This information is used on the CRM campaign platform, which is used by website owners to promote events or products. | Session |
| ads/ga-audiences | google.com | USA | Used by Google AdWords to re-engage visitors with the potential to convert to customers based on their online behavior on different websites. | Session |
| pagead/1p-user-list/# | google.com | USA | Used by Google Pagead for dynamic re-marketing. This cookie tracks events such as conversions and other meaningful user interactions. | Session |
| _ptq.gif | hubspot.com | USA | Used by HubSpot to collect data about a visitor's behavior and device. This cookie tracks the visitor across devices and marketing channels. | Session |
| bcookie | linkedin.com | USA | Used by LinkedIn to track the use of embedded services. This cookie also enables site content to be shared via social media and LinkedIn functions to be used on the site. | 2 years |
| bscookie | linkedin.com | USA | Uses a unique ID and is used by LinkedIn to track the use of embedded services. This cookie is also used to display "share" buttons and advertisements. | 2 years |
| lidc | linkedin.com | USA | Used by LinkedIn to enable and track the use of embedded services. | 1 day |
| lissc | linkedin.com | USA | Used to selectively link our LinkedIn ads to our website in order to monitor their success. | 1 day |
| UserMatchHistory | linkedin.com | USA | Used by LinkedIn to track visitors on multiple websites in order to offer relevant advertising based on the visitor's preferences. | 29 days |
| _hssc | meisterplan.com | USA | Collects statistical data on the user's website visits in Hubspot, such as number of visits, the domain, average time spent and which pages | 1 day |



| Name | Provider | Sent to | Purpose of the Cookies | Duration |
|-------------------------|-----------------|---------|---|----------|
| | | | were opened. The purpose of this cookie is to segment website users according to demographics and geographic location so that media and marketing agencies can organize and understand their target audiences for customized online advertising. | |
| _hssrc | meisterplan.com | USA | Collects statistical data on the user's website visits in Hubspot, such as number of visits, average time spent and which pages were opened. The purpose of this cookie is to segment website users by demographics and geographic location so that media and marketing agencies can organize and understand their target audiences for customized online advertising. If this cookie did not exist, each time the browser restarted would be considered a new session. | Session |
| _hstc | meisterplan.com | USA | Collects statistical data on the user's visits to the website in Hubspot, such as number of visits, average time spent, which pages were opened, the domain and time of the visit. The purpose of this cookie is to segment website users according to demographics and geographic location so that media and marketing agencies can organize and understand their target audiences for customized online advertising. | 1 year |
| _hjClosedSurveyInvites | hotjar.com | IRE | Hotjar cookie that is set once a visitor interacts with a Survey invitation modal pop-up. It is used to ensure that the same invite does not reappear if it has already been shown. | 1 Year |
| _hjDonePolls | hotjar.com | IRE | Hotjar cookie that is set once a visitor completes a poll using the Feedback Poll widget. It is used to ensure that the same poll does not reappear if it has already been filled in. | 1 Year |
| _hjMinimizedPolls | hotjar.com | IRE | Hotjar cookie that is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site. | 1 Year |
| _hjShownFeedbackMessage | hotjar.com | IRE | Hotjar cookie that is set when a visitor minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if the visitor navigates to another page where it is set to show. | 1 Year |



| Name | Provider | Sent to | Purpose of the Cookies | Duration |
|------------------------------|-----------------|---------|---|-------------|
| _hjid | hotjar.com | IRE | Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID. | 1 Year |
| _hjRecordingLastActivity | hotjar.com | IRE | This should be found in Session storage (as opposed to cookies). This gets updated when a visitor recording starts and when data is sent through the WebSocket (the visitor performs an action that Hotjar records). | Session |
| _hjTLDTest | hotjar.com | IRE | When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed. | Session |
| _hjUserAttributesHash | hotjar.com | IRE | User Attributes sent through the Hotjar Identify API are cached for the duration of the session in order to know when an attribute has changed and needs to be updated. | Session |
| _hjCachedUserAttributes | hotjar.com | IRE | This cookie stores User Attributes which are sent through the Hotjar Identify API, whenever the user is not in the sample. These attributes will only be saved if the user interacts with a Hotjar Feedback tool. | Session |
| _hjLocalStorageTest | hotjar.com | IRE | This cookie is used to check if the Hotjar Tracking Script can use local storage. If it can, a value of 1 is set in this cookie. The data stored in _hjLocalStorageTest has no expiration time, but it is deleted almost immediately after it is created. | Under 100ms |
| _hjIncludedInSample | hotjar.com | IRE | This cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate Funnels. This is a session cookie which is destroyed when the user leaves the site. | Session |
| _hjAbsoluteSessionInProgress | hotjar.com | IRE | This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie. | 30 Minutes |
| hubspotutk | meisterplan.com | USA | Used by HubSpot to track website visitors and capture their identity. This cookie is sent to | 1 year |



| Name | Provider | Sent to | Purpose of the Cookies | Duration |
|--------------------|-----------------|---------|---|----------|
| | | | HubSpot upon form submission and is used to avoid duplication of contacts. | |
| track | t.leadlab.click | DE | Leadlab is a web-based software used to identify companies existing in the provider Wired-Minds' database. With this cookie, we can track the interest of an anonymous user and, by comparing it with the database, determine the company of the visitor. | Session |
| GPS | youtube.com | USA | Uses a unique ID on mobile devices to enable tracking based on GPS geographic location. | 1 day |
| VISITOR_INFO1_LIVE | youtube.com | USA | Attempts to estimate user bandwidth on pages with integrated YouTube videos. This cookie is also used to track information about YouTube videos on other websites (e.g. user preferences, YouTube interface used). | 179 days |
| YSC | youtube.com | USA | Uses a unique ID to store statistics on the YouTube videos that the user has seen. | Session |

You can revoke the use of marketing cookies at any time by adjusting your [cookie settings](#) accordingly.

You can opt-out to the cookies by Hotjar by following [this opt-out link](#).