DeNexus Cookie Policy

Version 1.0 · Effective 16 November 2026 · Last updated 16 November 2026 · Legal bundle DRIP-LEGAL-2026-11-16

Version 1.0 · Effective 16 November 2026 · denexus.ai/legal/cookies

About this policy

This policy explains how DeNexus, Inc. uses cookies and similar technologies on denexus.ai and in the DeRISK™ Intelligence Platform. Cookies are small files stored on your device that let a site remember information, such as your sign-in or your choices. Our privacy notice (denexus.ai/legal/privacy) explains how we handle the personal data involved.

1. Cookies we use on denexus.ai

CATEGORY	WHAT IT DOES	CONSENT NEEDED?
Strictly necessary	Runs and protects the site and platform: security, bot and spam protection, load balancing, sign-in, remembering your cookie choices and your EULA acceptance	No; these cannot be switched off
Analytics	Measures visits and use so we can improve the site, including session recordings and heatmaps (Microsoft Clarity). Clarity runs only if you accept both Analytics and Marketing	Yes
Marketing	Advertising and campaign measurement: conversion tracking for LinkedIn and Google Ads, identifying the company a visitor works for (ZoomInfo), Microsoft cookies linked to Clarity, and YouTube cookies when you play an embedded video	Yes

Our legal pages (denexus.ai/legal) use no session recordings and no marketing cookies. When you accept Analytics or Marketing, the providers below receive information about your visit and may also use it under their own privacy policies: HubSpot, Google, Microsoft, LinkedIn and ZoomInfo. Some of them process data in the United States.

Cookie table: denexus.ai (similar browser storage is included and marked)

COOKIE	PROVIDER	PURPOSE	DURATION	CATEGORY
__cf_bm	Cloudflare (website hosting)	Bot protection	30 minutes	Strictly necessary
_cfuvid	Cloudflare	Rate limiting	Session	Strictly necessary
__cfruid	Cloudflare	Rate limiting	Session	Strictly necessary

COOKIE	PROVIDER	PURPOSE	DURATION	CATEGORY
__hs_cookie_cat_pref	HubSpot	Records your cookie choices	6 months	Strictly necessary
__hs_opt_out	HubSpot	Remembers that you declined	6 months	Strictly necessary
__hs_gpc_banner_dismiss	HubSpot	Remembers you dismissed the Global Privacy Control notice	180 days	Strictly necessary
hs_ab_test	HubSpot	Shows you the same page version during a test	Session	Strictly necessary
_grecaptcha (browser storage)	Google reCAPTCHA	Protects forms from spam, on pages with forms only. Google may also use this data for its own purposes	Not published by Google	Strictly necessary
__hstc	HubSpot	Main analytics cookie: visitor ID and visit timestamps	6 months	Analytics
hubspotutk	HubSpot	Recognizes you when you submit a form, to avoid duplicate contacts	6 months	Analytics
__hssc	HubSpot	Tracks sessions	30 minutes	Analytics
__hssrc	HubSpot	Detects a new browser session	Session	Analytics
__hmpl, hublytics_events_53, hs_tracking (browser storage)	HubSpot	Hold analytics events until sent	Session or not stated	Analytics
_ga	Google Analytics	Distinguishes visitors	2 years	Analytics
_ga_44XMJYP5WC	Google Analytics	Keeps session state	2 years	Analytics
_ga_PHYB12CSHV	Google Analytics (previous property, removed around mid-December 2026)	Keeps session state	2 years	Analytics
_clck	Microsoft Clarity	Clarity user ID and preferences	About 1 year	Analytics
_clsk	Microsoft Clarity	Links page views into one session recording	About 1 day	Analytics

COOKIE	PROVIDER	PURPOSE	DURATION	CATEGORY
CLID	Microsoft Clarity	Records when Clarity first saw this browser	Not published by Microsoft	Analytics
_cltk (browser storage)	Microsoft Clarity	Clarity session data	Session	Analytics
MUID (clarity.ms and bing.com)	Microsoft	Identifies browsers across Microsoft sites; Microsoft also uses it for advertising	About 13 months	Marketing
SM, MR, ANONCHK	Microsoft	Synchronize and refresh MUID	Not published by Microsoft	Marketing
SRM_B	Microsoft (Bing)	Set by Microsoft through Clarity; purpose not documented by Microsoft	Not published by Microsoft	Marketing
_zitok	ZoomInfo	Identifies visiting companies	365 days	Marketing
ziScriptSession (browser storage)	ZoomInfo	Script session data	Session	Marketing
bcookie	LinkedIn	Browser identifier	1 year	Marketing
li_gc	LinkedIn	Stores your consent to LinkedIn's cookies	6 months	Marketing
lidc	LinkedIn	Data-center routing	24 hours	Marketing
li_fat_id	LinkedIn	Conversion tracking after a LinkedIn ad click	30 days	Marketing
UserMatchHistory, AnalyticsSyncHistory	LinkedIn	Ad ID syncing	30 days	Marketing
li_sugr	LinkedIn	Probabilistic identity matching (outside the EU/EEA)	90 days	Marketing
_gcl_au	Google Ads	Links ad clicks to conversions	90 days	Marketing
_gcl_aw, _gcl_gs	Google Ads	Stores ad-click information after a Google Ads click	90 days	Marketing

COOKIE	PROVIDER	PURPOSE	DURATION	CATEGORY
_gcl_ls (browser storage)	Google Ads	Conversion linking	Not published by Google	Marketing
YSC, VISITOR_INFO1_LIVE, ACLK_DATA, GED_PLAYLIST_ACTIVITY	YouTube (Google)	Security and advertising, only when you play an embedded video	Session to 180 days	Marketing

2. Cookies we use in the DeRISK™ Intelligence Platform

The platform currently uses only strictly necessary cookies and browser storage. They don't need your consent and can't be switched off; blocking them stops sign-in. If we add any optional cookie, we'll ask for your consent first and update this policy.

COOKIE OR STORAGE	PROVIDER	PURPOSE	DURATION	CATEGORY
__Host-drip_native	DeNexus	Keeps you signed in (email and password)	Up to 8 hours; ends after 30 minutes of inactivity	Strictly necessary
__Host-drip_ms	DeNexus	Keeps you signed in (Microsoft sign-in)	Up to 15 minutes, renewed while active	Strictly necessary
__Host-drip_native_pending, __Host-drip_ms_tx_*	DeNexus	Completes a sign-in step in progress	3 to 5 minutes	Strictly necessary
__Host-drip_invitation	DeNexus	Completes acceptance of an invitation link	Up to 30 minutes	Strictly necessary
__Host-drip_profile_step	DeNexus	Avoids showing the one-time profile step again	400 days	Strictly necessary
__Host-drip_operator*	DeNexus	Admin session for DeNexus staff only	Up to 8 hours	Strictly necessary
drip:uwa:* (session storage)	DeNexus	Keeps an underwriting submission draft while the tab is open	Until the tab closes	Strictly necessary
crq-bulk:started:* (local storage)	DeNexus	Offers to resume a bulk upload you started	30 days	Strictly necessary

Our network provider, Cloudflare, may also set on the platform the strictly necessary bot-protection and rate-limiting cookies listed in Section 1 (__cf_bm, _cfuvid, __cfruid). Signing in with Microsoft takes you to Microsoft's own pages, which set their own cookies under Microsoft's privacy statement.

3. Your choices

- **When you first visit denexus.ai,** you can accept all cookies, decline all non-essential cookies, or choose by category. Only strictly necessary cookies are set until you choose.
- **You can change your mind at any time** through "Cookie settings" or "Your privacy choices" at the bottom of every page of denexus.ai.
- **Global Privacy Control:** if your browser sends this signal, we treat it as a refusal of all non-essential cookies.
- **Your browser** also lets you block or delete cookies; blocking strictly necessary cookies may stop the site or platform from working.

We record your choice so we don't ask again unnecessarily, and ask again when our cookies change materially. Questions: privacy@denexus.ai.

Questions about these terms: legal@denexus.ai · Current version: denexus.ai/legal