Cookie Policy

Policy Owner: Nigel Sheridan-Smith, Senior Security Engineer

Effective Date: 31 March 2026

1. Application

This policy applies to all employees, contractors, and vendors while doing business with TeamForm and others who have access to data subject information ("personal data") in connection with TeamForm's operating activities. This relates in particular to GDPR (and similar) jurisdictions such as the European Union (EU), United Kingdom (UK) and the European Economic Area (EEA).

2. Policy

TeamForm believes in transparency about collection and use of data. This policy provides information about how and when TeamForm uses cookies for these purposes. Capitalized terms used in this policy but not defined have the meaning set forth in our Privacy Policy, which also includes additional details about the collection and use of information at TeamForm.

What is a cookie?
Cookies are small text files sent by us to your computer or mobile device, which enable TeamForm features and functionality. They are unique to your account or your browser. Session-based cookies last only while your browser is open and are automatically deleted when you close your browser. Persistent cookies last until you or your browser delete them or until they expire.

Does TeamForm use cookies?
Yes. TeamForm uses cookies and similar technologies like single-pixel gifs and web beacons. TeamForm uses both session-based and persistent cookies. TeamForm sets and accesses cookies on the domains operated by TeamForm and its corporate affiliates (collectively, the "Sites"). In addition, TeamForm uses third party cookies, like Google Analytics, Hotjar and Sentry.

How is TeamForm using cookies?
Some cookies are associated with your account and personal information to remember that you are logged in and which workspaces you are logged into. Other cookies are not tied to your account but are unique and allow us to carry out analytics and customization, among other similar things.
Cookies can be used to recognize you when you visit a Site or use our Services, remember your preferences, and give you a personalized experience that is consistent with your settings. Cookies also make your interactions faster and more secure. Visit **Appendix A: Cookie Tables** to learn more.

Categories of use

- **Authentication:** If you're signed into the Services, cookies help TeamForm show you the right information and personalize your experience.
- **Security:** TeamForm uses cookies to enable and support security features including authentication, and to help detect malicious activity.
- **Preferences, features, and services:** Cookies denote which language you prefer and what your communications preferences are. They can help fill out forms on our Sites more easily. They also provide you with features, insights, and customized content.
- **Marketing:** TeamForm may use cookies to help deliver marketing campaigns and track their performance (e.g., a user visited TeamForm.co and then contacted us for more information). Similarly, TeamForm's partners may use cookies to provide us with information about your interactions with their services, but use of those third-party cookies would be subject to the service provider's policies.

- **Performance, Analytics, and Research:** Cookies help TeamForm learn how well the Sites and Services perform. TeamForm also uses cookies to understand, improve, and research products, features, and services, including to create logs and record when you access our Sites and Services from different devices, such as your work computer or your mobile device.

What third-party cookies does TeamForm use?
You can find a list of the third-party cookies that TeamForm uses on our sites along with other relevant information in **Appendix A: Cookie Tables**. TeamForm does its best to keep this table updated, but please note that the number and names of cookies, pixels, and other technologies may change from time to time.

How are cookies used for advertising purposes?
Cookies and other ad technology such as beacons, pixels, and tags help TeamForm market more effectively to users that may be interested in the Services. They also help with aggregated auditing, research, and reporting.

What can you do if you don't want cookies to be set or want them to be removed?
You have the option to disable and delete cookies that may not be necessary for the basic functionality of our website. Please note, blocking categories may impact your experience on our website. You may access the Cookie Manager at any time in the footer of our website.

Does TeamForm respond to Do Not Track Signals?
The Sites and Services do not collect personal information about your online activities over time and across third-party websites or online services. Therefore, “do not track” signals transmitted from web browsers do not apply to the Sites or Services, and TeamForm does not alter any data collection and use practices upon receipt of such a signal.

Appendix A: Cookie Tables

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but that will cause some parts of the site to not work. These cookies do not store any personally identifiable information.

Cookie Subgroup	Cookies	Cookies used
id.orchestrated.io app.teamform.co *.teamform.co	auth0_compat did_compat auth0 auth0-mf auth0-mf_compat did auth0.* _legacy_auth0.*	Auth0 - first party - for authentication
app.teamform.co *.teamform.co	sentryReplaySession	Sentry - for application diagnostics
get.help.teamform.co	atl-bsc-consent-token atl-bsc-consent-token-fallback atl-bsc-show-banner atlassian-csm-widget-sessionid atlassian.xsrf.token jsd.portal.language.anonymous	Atlassian Jira Service Desk - Third party - Help portal consent, session, security, and language preferences
reports-*.teamform.co	csrf_token remember_token session	Reporting - first party - reporting authentication and security
*.teamform.co	_cfuvid	Cloudflare - first party - bot management
www.teamform.co	fs-cc	Cookie consent preferences
howweteam.fyi	(none)	

Performance Cookies

These cookies (TeamForm uses Google Analytics, Segment, Hotjar and others) allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

To view an overview of the privacy of your Google Analytics cookies please go here: https://support.google.com/analytics/answer/6004245.

You may install a Google Analytics opt-out browser add-on by going here: https://tools.google.com/dlpage/gaoptout?hl=en-GB.

Cookie Subgroup	Cookies	Cookies used
www.teamform.co app.teamform.co *.teamform.co	_ga _gid _ga_* _gat_* _gcl_au	Google Analytics - website usage analytics and aggregate behavioral monitoring
app.teamform.co *.teamform.co	_hjSessionUser_* _hjShownFeedbackMessage _hjSession_* _hjUserAttributes _hjUserAttributesHash _hjHasCachedUserAttributes hjViewportId hjActiveViewportIds	HotJar - aggregate behavioral monitoring
*.teamform.co	ajs_anonymous_id ajs_user_id ajs_group_id ajs_user_traits	Segment - website usage analytics and behavioral monitoring
*.teamform.co	connections @@auth0spajs@@:*	Cached Auth0 connection and authentication details (*faster page load*)
app.teamform.co *.teamform.co	BULLET_TRAIN_DB	Cached FlagSmith feature flags (*faster page load*)

Marketing Cookies

We may potentially use a marketing database management program (for example, Apollo) that deploys a cookie when a user interacts with marketing communications, such as a marketing email or a marketing-based landing page on our website. This cookie collects personal information such as your name, which pages you visit on our website, how you arrived at our website, and potentially your purchases from the TeamForm. Collected information is used to evaluate the effectiveness of our marketing campaigns or to provide better targeting for marketing. From time to time, cookies set by third parties find their way into this “Marketing” category, but TeamForm does not always have control over those cookies and does not share personal data with those third parties.

Cookie Subgroup	Cookies	Cookies used
www.teamform.co	_lc2*	Marketing enrichment LiveIntent

Third Party Website Cookies

When using our website, you may be directed to other websites for such activities as surveys, to make payments, for job applications, and to view content hosted on those sites such as an embedded video or news article. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

Cookie Subgroup	Cookies	Cookies used
calendly.com	_pendo_meta.* _pendo_visitorId.* _pendo_guides_blocked.* ajs_group_id ajs_user_id ajs_user_traits ajs_anonymous_id userleap.ids	Pendo / Segment - Third party - For scheduled demos
teamform.atlassian.net	jquery.feature.detection.cache	Atlassian - Third party - Caching for JavaScript performance
apollo.io	_ga* _hj* blueID zp* _uet* _cl* __hs* _fbp __cf_bm	Apollo.io CRM for contact marketing
liadm.com	lidid	LiveIntent
cloudFlare.com	cf.turnstile.u	CloudFlare CDN
auth0.com	_ga _gcl_au _fbp _mkto_trk _biz_* _cs_* _hp2_* __adroll_fpc _rdt_uuid _twpid kndctr_* OptanonConsent optimizelyEndUserId vs_* _cfuvid _okta_* wclang	Auth0 - Third party - Authentication platform cookies including Auth0's own analytics, marketing, and consent management
linkedin.com	bcookie li_sugr lidc lms_ads lms_analytics AnalyticsSyncHistory UserMatchHistory	LinkedIn - Third party - Marketing analytics and ad tracking
youtube.com	VISITOR_INFO1_LIVE VISITOR_PRIVACY_METADATA YSC __Secure-BUCKET __Secure-ROLLOUT_TOKEN __Secure-YEC	YouTube - Third party - Embedded video content
google.com	APISID HSID NID SAPISID SID SIDCC SSID __Secure-1PAPISID __Secure-1PSID __Secure-1PSIDCC __Secure-1PSIDTS __Secure-3PAPISID __Secure-3PSID __Secure-3PSIDCC __Secure-3PSIDTS	Google - Third party - Google account and advertising platform
recaptcha.net	_GRECAPTCHA	Google reCAPTCHA - Third party - Bot detection and spam prevention

How To Control and Delete Cookies

1. **Using Your Browser**

Many of the cookies used on our website and through emails can be enabled or disabled through our consent tool or by disabling the cookies through your browser. To disable cookies through your browser, follow the instructions usually located within the “Help,” “Tools” or “Edit” menus in your browser. Please note that disabling a cookie or category of cookies does not delete the cookie from your browser unless manually completed through your browser function.

2. **Cookies Set in the Past**

Collection of your data from our analytics cookies can be deleted. If cookies are deleted, the information collected prior to the preference change may still be used. However, we will stop using the disabled cookie to collect any further information from your user experience. For our marketing cookie, when a user opts out of tracking, a new cookie is placed to prevent users from being tracked.

Version History

Version	Date	Description	Author	Approved by
1.0.0	2 April 2024	Initial policy	Nigel Sheridan-Smith	David Marozas
1.0.1	1 April 2025	Added Apollo, Jeeva and others	Nigel Sheridan-Smith	David Marozas
1.0.2	31 March 2026	Browser audit: removed Jeeva and Intercom; added cookies for Redash, Cloudflare, Segment, Atlassian JSD, LinkedIn, YouTube, Google, reCAPTCHA, and Auth0.	David Marozas	Sam Yeats