





This category of cookies allows ads to be personalized for You. Sometimes these cookies can define a profile based on your interests during your browsing, and may collect information about your browser and device.

It also helps us track the effectiveness of advertising campaigns carried out on this website. The information stored in these cookies can be used by third-party ad providers to display ads on other websites in the same browser.

## How to manage Cookies?

You can configure, at any time, which cookies you allow idwall to store on your device through the cookie preferences available on this website. Your choices allow us to personalize your browsing experience with idwall.

In addition, through your own browser settings, you can delete, block and manage all cookies, as well as set your cookie preferences for each website. To manage cookies in your browser, you can access the tutorials in the links below:

- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Google Chrome](#)
- [Microsoft Edge](#)

Cookies deemed necessary cannot be disabled, as they are essential for browsing this website.

## For what purpose do we use cookies?

In the table below, you will find the cookies used by idwall and for what purposes.

CATEGORY	COOKIE	DURATION	PURPOSE
Needed	li_gc	1 year	Storing consent for non-essential cookies
Needed	AnalyticsSynHistory	1 month	Used to store information about the time a synchronization with the lms_analytics cookie occurred for the user.
Needed	_cf_bm	30 minutes	Used to distinguish humans from robots (bots)
Performance	_ga	2 years	Used to calculate how many visitors the website has had and the effectiveness of advertising campaigns.



Performance	_gid	1 day	Used to count and track page views
Performance	_gat_UA-76207807-1	1 minute	This is a standard cookie set by Google Analytics. It is used to limit the amount of data recorded by Google on websites with a high volume of traffic.
Third Party Cookie	VISITOR_INFO1_LIVE	6 months	This cookie is set by Youtube to track user preferences for Youtube Videos embedded on websites.
Third Party Cookie	anj	3 months	This cookie contains data denoting whether a cookie ID is synchronized with an AppNexus partner.
Third Party Cookie	_gat_gtag_UA_76207807_1	1 minute	This cookie is part of Google Analytics and is used to limit the rate of requests.
Third Party Cookie	UserMatchHistory	1 month	This cookie is used so that more relevant ads can be shown based on the visitor's preferences.
Third Party Cookie	bscookie	2 years	Used by LinkedIn to track the use of its embedded services on third-party websites.
Third Party Cookie	_gcl_au	3 months	Used by Google AdSense to measure the efficiency of sites using its services.
Third Party Cookie	IDE	1 year	This cookie is set by Doubleclick and collects information about how the end user uses the website.
Third Party Cookie	lidc	1 day	This is a Microsoft MSN cookie that ensures the correct functioning of this website.
Third Party Cookie	test_cookie	15 minutes	This cookie is set by DoubleClick (owned by Google) to determine whether the website visitor's browser supports the use of various cookies.
Third Party Cookie	bcookie	2 years	This is a Microsoft MSN cookie used to allow sharing of the website's content on social media.



Third Party Cookie	uuid2	3 months	This cookie allows you to target advertising through the AppNexus Platform and check how many visits the page has had.
Third Party Cookie	_fbp	3 months	Used by Meta to deliver advertising from third party advertisers.
Third Party Cookie	YSC	After the session	This cookie is set by YouTube to track views of embedded videos.
Performance	lang	After the session	There are many types of cookies associated with this name, in most cases it will be used to store the user's language and other preferences.

## Questions

If you have any questions about this Policy, please contact us at [privacidade@idwall.co](mailto:privacidade@idwall.co)

**Updated on August 29, 2022.**