

Cookie Policy

Effective Date: 01-Aug-2026

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What are cookies?

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use, the information we collect through cookies, how that information is used, and how you can manage your cookie preferences.

Cookies are small text files that are stored on your device when you visit a website. They help the website function properly, enhance security, improve user experience, and allow us to understand how the website performs and where it may need improvement.

How do we use cookies?

Like most online services, our website uses both first-party and third-party cookies for various purposes.

- **First-party cookies** are mostly necessary for the website to function correctly and do not collect any personally identifiable information.
 - **Third-party cookies** help us understand website performance, user interactions, maintain service security, deliver relevant advertisements, and improve your overall experience, including speeding up future interactions with our site.
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Types of Cookies we use

Necessary

Necessary cookies are required to enable basic site features, such as secure login or adjusting consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
PHPSESSID	7 days	Native to PHP applications. Stores and identifies a user's unique session ID to manage sessions. Deleted when all browser windows are closed.
cookieyes-consent	1 year	Used by the CookieYes banner to store consent preferences.

Cookie	Duration	Description
filterGroupCookie	16790 days	Remembers the service tab selection on the website.
euconsent	1 year	Set by CookieYes to store data when IAB TCF is enabled.
cf_bm	1 hour	Set by Cloudflare to support Bot Management.

Analytics

Analytical cookies help us understand how visitors interact with the website, providing metrics such as visitor numbers, bounce rate, traffic sources, etc.

Cookie	Duration	Description
sync_cookie_csrf	10 minutes	Set by Yandex Metrika to monitor connections with the website and third-party Data Management Platforms. Collects user behavior data for website optimization.
bh	1 year 1 month 4 days	Yandex domain cookie. Exact function is not publicly documented; may be used for site operation or preferences.
_yasc	10 years	Yandex Metrika cookie that tracks visitor interactions, monitors user behavior, and collects statistical data for site analysis and service improvement.
_ga	1 year 1 month 4 days	Google Analytics cookie used to calculate visitor, session, and campaign data. Stores information anonymously and assigns a random number to recognise unique visitors.

Cookie	Duration	Description
yandexuid	1 year 1 month 4 days	Yandex cookie used to identify the users and also collects information about how visitors use the website, and this information used for internal analysis and site optimization.
ga*	1 year 1 month 4 days	Google Analytics cookie used to store and count page views.
_ym_uid	1 year	Yandex cookie used to identify site users.
_ym_d	1 year	Yandex cookie that stores the date of the user's first site session.
_ym_isad	20 hours	Yandex cookie that determines if a visitor has ad blockers enabled.
yabs-sid	Session	Yandex cookie that stores the session ID.
metrika_enabled	Session	No description available.
sync_cookie_csrf_secondary	10 minutes	Yandex infrastructure cookie on the .mc.yandex.com domain.
sync_cookie_ok_secondary	1 day	Yandex infrastructure cookie on the .mc.yandex.com domain.

Performance

Performance cookies are used to understand and analyze key performance indicators of the website, helping deliver a better user experience.

Cookie	Duration	Description
yuidss	1 year	Yandex cookie stored in the user's browser to recognise the visitor.
ymex	1 year	Yandex cookie that collects information about user behaviour on the website for analysis and optimisation.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on previously visited pages and to analyse the effectiveness of ad campaigns.

Cookie	Duration	Description
i	1 year 1 month 4 days	Set by OpenX to record anonymised user data (IP address, location, visited sites, ads clicked, etc.) for relevant advertising.
receive-cookie-deprecation	1 year	Set by Google to enable Privacy Sandbox testing and preview site behaviour without third-party cookies.
_gcl_au	3 months	Set by Google Tag Manager to experiment with advertisement efficiency of websites using their services.
test_cookie	15 minutes	Set by doubleclick.net to determine if the user's browser supports cookies.

Manage cookie preferences

Cookie Settings

You can change your cookie preferences at any time by clicking the cookie settings button on our website. This will allow you to revisit the consent banner and adjust your preferences or withdraw consent immediately.

Browser Settings

In addition, most web browsers provide methods to block and delete cookies. You can change your browser settings to manage cookies. Below are links to support documents for major browsers:

- **Chrome:** <https://support.google.com/accounts/answer/32050>
- **Safari:** <https://support.apple.com/en-in/guide/safari/sfri11471/mac>
- **Firefox:** <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
- **Internet Explorer:** <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using another browser, please refer to its official support documentation.

Contact Us

If you have any questions about this Cookie Policy, please contact us at:
info@gem-strategy.com