

Last updated January 1, 2023

This Cookie Notice explains how and why Gusto (collectively “we”, “us”, and “ours”) uses cookies and similar technologies to recognise you, as well as track and analyze your actions when you visit our websites at www.Gusto.com (“Websites”). We also provide information related to how and why those same technologies are applied to tracking and analyzing recipients of emails sent by Gusto. Information about what these technologies are and why we use them, as well as your rights to control our use of them, can be found below.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

We refer to cookies created by us as “first party cookies”. We refer to cookies that we set on our website but that are created by parties other than us as “third party cookies”. Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that provide these third party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites.

In addition to the party which sets the cookie, the duration of the cookie’s retention in your browser can help define its purpose. Session cookies are cookies which are stored on your device for the duration of the browser session. When you close your browser, the session cookies are cleared. Persistent cookies are stored either until you manually delete them or until your browser deletes them based on the duration set within the persistent cookie file.

Why we use cookies

We use both first and third party cookies for several reasons. First, let’s look at the broad categories of first and third party cookies in use on our sites:

Essential website cookies: These cookies are strictly necessary to provide you with services available through our Websites and to use some of its features, such as access to secure areas. Refusal of these cookies may impact website functionality.

Performance and functionality cookies: These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.

Analytics and customization cookies: These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective marketing campaigns are, or to help us customize our Websites for you.

Advertising cookies: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously re-appearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Social networking cookies: These cookies are used to enable you to share pages and content that you find interesting on our Websites

through third party social networking and other websites. These cookies may also be used for advertising purposes too.

Personal data collected by the cookies and related technologies described below would include your location, information about your browsing behavior on this or other sites, and information you provide via forms or single fields on this site. This personal data will be used only in the manners described by this notice and our Privacy Notice.

Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

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 some parts of the site will not then work. These cookies do not store any personally identifiable information.

Strictly Necessary Cookies

Cookie Subgroup	Cookies	Cookies used
cdn.gusto.com	tmx_guid	First Party
blog.gusto.com	cf_use_ob	First Party
app.gusto.com	cf_chl_cc_XXXXXXXXXXXXXXXXXXXX , dd_cookie_test_	First Party
docs-stoplight.gusto.com	_optimizely_user	First Party
gusto.com	_gcorp_session , _tldtest_XXXXXXXXXXXXXXXXXXXX , dd_site_test_ , gsid , OptanonAlertBoxClosed , OptanonConsent , session_start_needed , user_target_id , utag_main	First Party
go.gusto.com	__cf_bm	First Party
gusto-demo.com	gsid	Third Party
app-	BIGipServerab13web-nginx-app_https	Third

Performance Cookies

These cookies 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. All information these cookies collect is aggregated and therefore anonymous. 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.

Performance Cookies

Cookie Subgroup	Cookies	Cookies used
covidresources.gusto.com	qcSxc	First Party
events.gusto.com	mp_412f41b9a2f5b1a17e172e08ee7b3691_mixpanel	First Party
go.gusto.com	_vwo_uuid_v2	First Party
app.gusto.com	_dd_s	First Party
gusto.com	__insp_dct , __insp_norec_sess , __insp_nv , __insp_slim , __insp_targlpt , __insp_targlpu , __insp_wid , _clck , _clsk , _ga , _ga_xxxxxxx , _ga_xxxxxxxx , _gat-UA- , _gat_xxxxxxxxxxxxxxxxxxxxxxxxx , _gclxxx , _gid , _uetvid , fs_uid , optimizelyBuckets , optimizelyEndUserId , optimizelyPendingLogEvents , optimizelySegments , pvc_visits[0] , refiner_cookie_uuid	First Party
credits.gusto.com	__hssc , __hsrc , __hstc	First Party
nr-data.net	JSESSIONID	Third Party
d3bnlcto289wdc.cloudfront.net	_dd_s	Third Party
tags.tiqcdn.com	qcSxc	Third Party
secure.quantserve.com	qcSxc	Third Party
app-ab13.marketo.com	__cf_bm	Third Party

cdn.mxpnl.com	mp_412f41b9a2f5b1a17e172e08ee7b3691_mixpanel	Third Party
prod.gusto-assets.com	_dd_s	Third Party

Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Targeting Cookies

Cookie Subgroup	Cookies	Cookies used
docs-stoplight.gusto.com	undefinedxxxxxxxxxxxxxxxx	First Party
cdn.gusto.com	thx_guid	First Party
snowplow.gusto.com	sp	First Party
go.gusto.com	ln_or	First Party
app.gusto.com	cf_chl_2 , cf_chl_prog , cf_chl_seq_xxxxxxxxxxxxxx	First Party
covidresources.gusto.com	__sharethis_cookie_test__	First Party
gusto.com	__qca , _dlt , _gat_UA-XXXXXX-X , _mkto_trk , _uetsid , amp_ , amp_xxxxx , cookies.js_dtest , demandbase , exitintel_cc , exitintel_cd , exitintel_cfg , exitintel_cfid , exitintel_cv , exitintel_lp , exitintel_prf , exitintel_pvc , exitintel_ref , exitintel_sid , exitintel_vc , exitintel_ver , exitintel_vid , lp , pt_ , ShareASale , so , tradedesk , visitor_id	First Party
quantserve.com	mc	Third Party
google.com	CONSENT, NID	Third Party
quora.com	__cf_bm	Third Party
clickagy.com	lrsync	Third

		Party
hubspot.com	__cf_bm	Third Party
dpm.demdex.net	dpm	Third Party
bing.com	MUID	Third Party
gusto.com	_fbp, _gat_gtag_xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx, marketo-analytics-munchkin	Third Party
youtube.com	CONSENT, DEVICE_INFO, VISITOR_INFO1_LIVE, YSC	Third Party
tealiumiq.com	TAPID	Third Party
ipredictive.com	cu	Third Party
twitter.com	personalization_id	Third Party
agkn.com	ab, u	Third Party
ads.linkedin.com	lang	Third Party
linkedin.com	AnalyticsSyncHistory, bcookie, lang, li_gc, li_sugr, lidc, UserMatchHistory	Third Party
get.exitintel.com	exitintel_cc, exitintel_cd, exitintel_cfg, exitintel_cv, exitintel_lp, exitintel_prf	Third Party
company-target.com	tuuid, tuuid_lu	Third Party
gusto-demo.com	visitor_id	Third Party
doubleclick.net	IDE, test_cookie	Third Party
googleapis.com	CONSENT	Third

		Party
sitescout.com	ssi	Third Party
www.linkedin.com	bscookie, JSESSIONID, li_alerts	Third Party
c.bing.com	MR, SRM_B	Third Party
demdex.net	demdex	Third Party
www.facebook.com		Third Party
ad.ipredictive.com	ipredictive	Third Party
bidr.io	bito, bitoIsSecure, checkForPermission	Third Party
crwdcntrl.net	_cc_cc	Third Party
www.google.com	_GRECAPTCHA	Third Party

How to control the use of cookies

Electronic devices and software applications on these devices may offer you tools to opt out of or block advertisements on the device or in specific applications. Consult the help documentation and settings specific to your devices and applications to learn more about your options. You have the right to decide whether to accept or reject cookies. You can withdraw your consent at any time for any cookies or other tracking technologies we use by deleting them from your device. Should you choose to remove or block cookies, some website functionality may become unavailable or unreliable.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.aboutads.info/choices>.

Other tracking technologies

Other than the cookies listed above, we have also implemented the following tracking technologies within certain parts of our Websites and emails we send you.

1. **Page tags and web beacons.** These technologies are used for the purposes of tracking visitors as they navigate our Websites to better understand Website performance, and to measure the performance of online advertising. Recipients of emails we send are also tracked using this technology. For example, web beacons track whether an email was opened, and whether links within the email were clicked. This information is collected for the purposes of measuring the performance of our email messages and is processed according to our Privacy Notice.
2. **Local and session storage.** Our website uses local and session storage to temporarily store information to improve user experience while interacting with the website.

Updates to this cookie notice

Gusto will periodically make amendments to this policy, as necessitated by changes to our use of cookies and the legal requirements for notice of these uses. Please continue to check this policy regularly to stay aware of these changes and how they affect your continued use of our websites. The date at the top of this Cookie Notice indicates when it was last updated.

Questions

If you have any questions about our use of cookies or other technologies, please email us at privacy@gusto.com