

# Cookie Policy

## neuroClues (powered by P3Lab)

Version 3.0 - March 2026

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### 1. Introduction

The website <https://neuroclues.com> is an initiative from P3Lab srl doing business as neuroClues, having its registered office at Rue du Morimont 33, 1341 Ceroux-Mousty, company number 0750.746.841, email contact [info@neuroclues.com](mailto:info@neuroclues.com), (hereinafter “we”, “us” or “our”).

This policy concerns the use of cookies that is made on the website <https://neuroclues.com>.

The policy may be updated whenever necessary to reflect changes in the cookies we use, our products and services, or applicable regulations. The latest version will always be available on the website <https://neuroclues.com>.

This policy explains how we use cookies. This policy does not affect your rights under applicable data protection regulations. More information in this respect can be found in our Privacy Policy available on the website <https://neuroclues.com>.

### 2. Cookies

Cookies are small data or text files placed on your local computer by websites and applications. Certain information is saved in this text file and helps us to identify any errors or remember technical choices, such as for instance your choice of language. When you visit our website later again, this cookie then returns to our website. This way, the website can recognize your browser and can show you our website in the language that you indicated.

Cookies usually also have an expiration date. For example, some cookies are automatically deleted when you close your browser (so-called session cookies), while others can be stored longer on your computer, sometimes until you delete them manually (so-called permanent cookies).

### 3. Types of cookies

We distinguish the following types of cookies, according to their necessity and purposes:

- **Essential or strictly necessary cookies:**

These cookies are necessary for the website to function and cannot be disabled in our systems.

They are usually set only in response to actions taken by you, such as setting your privacy preferences, logging in or filling in forms. They are necessary for proper communication and they facilitate navigation (e.g. returning to a previous page, etc.).

- **Non-essential cookies:**

These cookies are not in themselves necessary for the website to function, but they help us offer an improved and personalized website. More specifically, they include:

- **Statistical or analytical cookies:**

These cookies allow us to track visits and traffic so that we can measure and improve the performance of our website. They can help us know which pages are most and least popular and how visitors move through the website.

- **Marketing cookies:**

These cookies can be set by our advertising partners through our website. They allow you to interact with third party websites. These third parties may use this information to compile a profile of your interests and show you relevant ads on other sites.

## 4. Types of cookies used by neuroClues

Below is the list of cookies used on our website according to their necessary nature:

### 4.1 Essential or strictly necessary cookies

Cookie key	Domain	Cookie type	Expiration	Description
_hjIncludedInPageviewSample	neuroclues.com	First-party	2 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.
_hjAbsoluteSessionInProgress	.neuroclues.com	First-party	30 minutes	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.
_hjSessionUser-	.neuroclues.com	First-party	1 year	A Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to

				persist the Hotjar User ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID.
_hjSession_	.neuroclues.com	First-party	30 minutes	The session cookie allows the browser to re-identify itself to the single, unique server to which the client had previously authenticated.
_hjIncludedInSessionSample	neuroclues.com	First-party	2 minutes	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's daily session limit
_hjFirstSeen	.neuroclues.com	First-party	30 minutes	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.
elementor	neuroclues.com	First-party	Never	This cookie is used by the website's WordPress theme. It allows the website owner to implement or change the website's content in real-time.
_GRECAPTCHA	www.google.com	Third-party	6 months	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
cookieyes-consent	neuroclues.com	First-party	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on their subsequent visits to this site. It does not collect or store any personal information of the site visitors.
__hssrc	neuroclues.com	First-party	Session	HubSpot cookie sets this cookie to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.
__hssc	neuroclues.com	First-party	30 minutes	HubSpot sets this cookie to keep track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (which increments

				with each pageview in a session), and session start timestamp.
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## 4.2 Non-essential cookies

### 4.2.1 Performance cookies

Cookie key	Domain	Cookie type	Expiration	Description
__hstc	neuroclues.com	First-party	6 months	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.

### 4.2.2 Analytics cookies

Cookie key	Domain	Cookie type	Expiration	Description
hubspotutk	neuroclues.com	First-party	6 months	HubSpot sets this cookie to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.

### 4.2.3 Functionality cookies

Cookie key	Domain	Cookie type	Expiration	Description
__cf_bm	.hubspot.com	Third-party	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
__cf_bm	vimeo.com	Third-party	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.

## 5. Management of cookies

If you wish to consult our website, it is recommended that you have all cookies enabled. However, if you prefer not to, you are free to refuse the use of non-essential cookies via our cookie banner. You can modify your cookie preferences via our cookie banner at any time by clicking at the bottom left of any website page. You can also delete all cookies (essential and non-essential) at any time via your browser settings. Note that this depends on the web browser you use and is explained more precisely

either (i) on the online help pages of the concerned browser or (ii) directly on your browser's settings or help function.

## 6. Rights of website visitors

Since cookies may lead to the processing of personal data, as a data subject, you can exercise certain rights. More information on the processing of your personal data, the rights you enjoy as visitors to our website and how to exercise them can be found in our Privacy Policy, available on the website [https://neuroclues.comhttps://9352817.fs1.hubspotusercontent-na1.net/hubfs/9352817/2022 12 07 - Privacy Policy neuroClues - EN Version - Draft V2.pdf](https://neuroclues.comhttps://9352817.fs1.hubspotusercontent-na1.net/hubfs/9352817/2022%2012%2007%20-%20Privacy%20Policy%20neuroClues%20-%20EN%20Version%20-%20Draft%20V2.pdf). Should you still have questions or comments concerning cookies after reading this Cookie Policy, you can always contact us at [dpo@p3Lab.com](mailto:dpo@p3Lab.com).

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