Cookie Policy

Last Updated: July 16, 2026

This Cookie Policy ("**Policy**") explains how TRGRP, Inc. and its Affiliates (collectively, "**TRG Screen**," "**we**," "**us**," and "**our**") use cookies and similar technologies to recognize you when you visit our website at www.trgscreen.com ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or information that becomes personal information if we combine it with other data.

1. 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.

Cookies set by the website owner (on our Website, TRG Screen) are called "first-party cookies." Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

2. What about other tracking technologies, like pixels?

Cookies are not the only way we recognize or track visitors to our Website. We and our service providers may also use similar technologies, such as web beacons, pixels, tags, or clear GIFs. These technologies may help us (i) understand how visitors interact with our Website, (ii) measure the effectiveness of our marketing campaigns, and (iii) support advertising and analytics activities. In many cases, these technologies rely on cookies to function properly, so declining cookies may impair their functionality.

3. Why do we use cookies and similar technologies?

We use first- and third-party cookies and similar technologies for several reasons. Some cookies and tracking technologies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Others help us understand how visitors use our Website, measure and improve Website performance, remember certain preferences, and, where applicable, measure or support advertising and marketing campaigns. Third parties serve cookies and tracking technologies through our Website for advertising, analytics, and other purposes. **For visitors in the European Economic**

Area, United Kingdom, and Switzerland, we will not set non-essential cookies or tracking technologies unless and until you provide your consent. This is described in more detail below.

4. How can I control cookies and similar technologies?

You have the right to decide whether to accept or reject cookies and similar technologies. You can exercise your choices by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies and similar technologies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

You can access the Cookie Consent Manager through the notification banner, or at any time by clicking the Cookie Settings link in the footer of every page on our Website. You may change or withdraw your cookie preferences at any time using this link. If you choose to reject cookies and tracking technologies, you may still use our Website though your access to some functionality and areas of our Website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies.

The following tables describe the cookies and similar technologies, including cookies, HTML local storage, and other browser-based tracking tools, used on our Website, including their providers, purposes, and durations.

4.1 Strictly necessary cookies:

These cookies are strictly 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. They include security, consent management, and load-balancing cookies.

Name	Provider	Purpose	Duration
__cf_bm	Cloudflare (via HubSpot CMS)	Cloudflare bot-mitigation cookie set on HubSpot-hosted endpoints (e.g. .hubspot.com, .hsforms.com) when HubSpot forms, CTAs, and tracking scripts load. Distinguishes humans from bots.	30 minutes
_cfuvid	Cloudflare (via HubSpot CMS)	Cloudflare unique visitor ID used for per-user rate limiting and traffic management on Cloudflare-protected HubSpot endpoints.	Session
__hs_cookie_cat_pref	HubSpot (cookie consent banner)	Stores the visitor's selections from HubSpot's built-in cookie	6 months

		consent banner (which categories of cookies they have accepted or rejected). Confirms HubSpot's cookie banner is enabled on trgscreen.com.	

4.2 Analytics and customization cookies:

These cookies and similar technologies help us understand how visitors use our Website, measure Website traffic and performance, analyze visitor interactions, remember certain visitor or session information, and improve our Website and marketing activities. Some analytics cookies may also help us associate Website activity with form submissions or other interactions with us.

Name	Provider	Purpose	Duration
__hstc	HubSpot	Main HubSpot analytics cookie. Stores visitor's session domain, first/most recent/current timestamps and session count.	6 months
__hssc	HubSpot	HubSpot session cookie. Tracks current session.	30 minutes
__hssrc	HubSpot	HubSpot session-restart flag. Indicates whether the browser was restarted; supports session counting.	Session
hubspotutk	HubSpot	Anonymous visitor identifier (UTK) that ties form submissions to a contact in HubSpot CRM.	6 months
rl_user_id	RevSure (via RudderStack)	RudderStack authenticated user identifier. First-party cookie set when a visitor is identified (e.g. logs in or submits a form). Used to tie events to a known user.	1 year

rl_anonymous_id	RevSure (via RudderStack)	RudderStack anonymous visitor identifier. First-party cookie generated for every visitor to stitch events across pages and sessions before identification.	1 year
rl_session	RevSure (via RudderStack)	RudderStack session metadata (session ID, start timestamp, etc.). First-party cookie used to bound event streams by session.	1 year
rl_trait	RevSure (via RudderStack)	Stores user traits / properties (attributes set via identify() calls). First-party.	1 year
rl_group_id	RevSure (via RudderStack)	RudderStack group identifier (e.g. company / account a user belongs to). First-party.	1 year
rl_page_init_referrer	RevSure (via RudderStack)	Stores the visitor's initial referrer for the session (where they came from before landing on trgscreen.com). First-party.	1 year
rl_page_init_referring_domain	RevSure (via RudderStack)	Stores the initial referring domain for the session. First-party.	1 year
rl_group_trait	RevSure (via RudderStack)	Stores group-level traits (e.g. company/account attributes). First-party.	1 year

4.3 Advertising cookies:

These cookies and similar technologies are used by us and our advertising partners to measure advertising performance, attribute conversions, understand the effectiveness of our marketing campaigns, support retargeting, and deliver or measure ads on third-party platforms. These cookies may be set by third-party advertising partners, including Google, LinkedIn, Meta, Reddit, X/Twitter, and Microsoft. Information collected through these technologies may include or be associated with online identifiers, such as cookie identifiers,

device identifiers, IP addresses, and similar information, and may be considered personal information or personal data under applicable law.

Name	Provider	Purpose	Duration
_gcl_au	Google Ads (Conversion Linker)	Stores a click identifier used by Google Ads to attribute on-site conversions to ad clicks, including across page navigations where the original gclid URL parameter is no longer present.	90 days

5. How can I control cookies on my browser?

As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information. The following is information about how to manage cookies on the most popular browsers:

- Chrome
- Firefox
- Safari
- Edge
- Opera

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:

- Digital Advertising Alliance
- Digital Advertising Alliance of Canada
- European Interactive Digital Advertising Alliance

6. How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

7. Where can I get further information?

If you have any questions about this Cookie Policy or our use of cookies or other technologies, please contact us at:

TRGRP, Inc.
Attn: Compliance
Email: dataprivacy@trgscreen.com
Postal Address: 1 Penn Plaza, 3rd Floor, New York, NY 10119, United States
When you contact us, please indicate in which country and/or state you reside.

8. TRG Screen Affiliated Companies

The following companies are Affiliates of TRGRP, Inc.: Axon Financial Systems Limited; BST America, LLC, Crizit LLC; Market Data Insights LLC; Priory Solutions LLC; Screen Asia Pte Ltd; Screen Consultants S.A.; Screen France SAS; Screen Germany GmbH; Screen Group B.V.; Screen INFOmatch B.V.; TRG Screen Holdings B.V.; TRGRP India Private Limited; Xpansion Financial Technology Services Limited.