

# Cookie Policy.

## 1. Our approach to analytics and cookies

Element uses cookies and other storage techniques to support key application functionality and to improve your experience of the Element applications and website.

### 1.1. What are cookies?

Cookies are small files that websites place on your computer as you browse the web. Some cookies are key to the functionality of web applications, such as those allowing you to login. Another use of cookies is to help understand how you are using the app so that it can be improved.

Cookies can be first-party or third-party. First party cookies are only stored under the domain of the website that you are currently visiting, and can only track your movements in that domain. These are typically used for site functionality and to understand how you're using that site only. Third party cookies are created by a domain other than the website you are visiting, and are used to track your movements across different sites. This is most often done to understand your internet usage and use that data to display more relevant advertisements.

### 1.2. What storage techniques do we use other than cookies?

As well as cookies, Element also uses Local Storage, a web based technology similar to cookies, allowing larger amounts of data to be stored. This allows the Element app to store things like your chat history and room list on your device for faster access.

If you opt in to sending us product analytics, Element stores an Analytics ID in your account data on your Matrix homeserver to understand your usage across different devices and sessions. This is described in detail in the Product Analytics section below.

### 1.3. On our website - [Element.io](https://element.io)

[Element.io](https://element.io) uses cookies to help us track anonymous usage of the website. This data helps us understand how our users are using our website so that we can improve it. For example, we can understand which content are people finding relevant, or be notified of pages that are slow to load.

Our website analytics are powered by [Hubspot](https://www.hubspot.com), a commercial CRM. Analytics data for [element.io](https://element.io) is stored in Hubspot's externally hosted systems and is private to Element. We don't share this data with any third parties. For more details on this and other processors we use, please read our [Privacy Notice](#).

### 1.4. In our marketing campaigns

[Try.element.io](https://try.element.io) is a subdomain of our website used for marketing campaigns. We use cookies on that subdomain to help us understand how our marketing campaigns are performing. Our analytics cookies are set only if you opt in to cookies for that page. We use analytics on [try.element.io](https://try.element.io) in



conjunction with email analytics to understand how our content is being engaged across our communication platforms.

Our marketing campaigns are powered by [Hubspot](#).

Example [try.element.io](#) pages include:

[Skype for business is end of life](#)

[Secure collaboration for cybersecurity teams](#)

## **1.5. In our marketing emails**

Element sends emails to customers that opt in to receive marketing communications from us. Links in these emails that direct to our marketing website contain identifiers that are used to help us understand how our emails affect the traffic to our website, and how our content is being engaged with by users we send emails to.

We send emails using [Hubspot](#), a commercial CRM. Analytics data for marketing emails is stored in Hubspot's externally hosted systems and is private to Element. We don't share this data with any third parties.

## **1.6. In our apps**

Element apps (mobile and web) store data on your device to support essential application functionality. Some examples of this functionality are:

- Maintaining a local copy of your chat history;
- Storing an authentication token so you don't have to login each time you open Element;
- Caching data locally to reduce the number of network requests, in order to speed up loading time.

This data is not shared with any third parties.

Element Web stores data both in cookies and in your browser's Local Storage.

Element Android and Element iOS don't use cookies or local storage, but store similar data in native app storage.

## **1.7. Element Matrix Services (EMS)**

EMS uses first and third party cookies to support essential functionality. Some examples of this are:

- Fraud prevention;
- Storing a token so you remain logged in throughout your session and for redirecting users to the correct page after login and account creation.



EMS also uses analytics to understand how the EMS console is being used. When you are signed in to your account, Element may track your usage of the site and associate that information with your account details. This data helps us understand how our users are using the application so that we can make improvements to the Service.

## 2. Product Analytics

Element apps send analytics data to Element if you opt in to collection of usage data. This data is used to improve Element products, and contains usage information and debugging telemetry. The data does not contain any personally identifying information such as Matrix IDs or room IDs. You can change your analytics collection settings at any time in Element settings.

Element’s app analytics are powered by the Free and Open Source analytics platform [Posthog](#), hosted entirely within our network. We don’t share any analytics data with third parties.

When opted in, Element’s app analytics generate a unique, anonymous Analytics ID for each Matrix account, which is used to identify usage of the same account across different installations of the Element app. This allows us to better understand how Element is used across different devices and platforms in order and improve the overall experience. The Analytics ID is stored in private account data on your homeserver in the key **im.vector.analytics**.

If you explicitly submit logs for troubleshooting via our **Rageshake** feature, Element receives detailed technical information about your use of Element, and identifiers such as your Matrix ID. You can find more details about that data in our [Privacy Policy](#).

## 3. List of Cookies and Identifiers

### 3.1. Essential cookies and/or identifiers

These are cookies and/or identifiers that are ‘**strictly necessary**’ and don’t require your consent, as we need them for the delivery of the services you are using. This means that we need these cookies to be used for the app or website to function properly, or to comply with security requirements.

Cookies with ‘**session**’ retention expire when logging out.

First party cookies are only stored under the domain of the website that you are currently visiting, and can only track your movements in that domain. Third party cookies are created by a domain other than the website you are visiting, and are used to track your movements across different sites.

Domain	Cookie/Identifier type	Description	Retention	First Party/Third Party
ems.element.io	__Host-next-auth.csrf-t	Authentication	Session	First party

	oken, __Secure-next-auth.call back-url	and session		
ems.element.io	__Secure-next-auth.ses sion-token	Authentication and session	7 days	First party
ems.element.io	redirect_url	Stores destination to redirect to after login	Session	First party
ems.element.io	__stripe_sid	Fraud prevention	30 minutes	Third party
ems.element.io	__stripe_mid	Fraud prevention	1 year	Third party
id.element.io	AUTH_SESSION_ID, AUTH_SESSION_ID_LEG ACY, KC_RESTART, KEYCLOAK_IDENTITY, KEYCLOAK_IDENTITY_L EGACY, OAuth_Token_Request_ State, 5efe5253520851ca840 2c076ac4e92d8	Authentication and session	Session	First party
id.element.io	KEYCLOAK_SESSION, KEYCLOAK_SESSION_L EGACY	Authentication and session	10 hours	Third party
Element Web domains (app.element.io, staging.element.io, develop.element.io )	Local Storage and IndexedDB	Essential application data	Does not expire	First party
element.io	__hs_opt_out	This cookie is used to remember not to ask the visitor to accept cookies again.	6 months	Third party
element.io	__hs_do_not_track	This cookie can be set to prevent the tracking code from sending any information	6 months	Third party

		to HubSpot. It contains the string "yes".		
element.io	__hs_initial_opt_in	This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode. It contains the string "yes" or "no".	7 days	Third party
element.io	__hs_cookie_cat_pref	This cookie is used to record the categories a visitor consented to. It contains data on the consented categories.	6 months	Third party
element.io	hs_ab_test	This cookie is used to consistently serve visitors the same version of an <a href="#">A/B test page</a> they've seen before. It contains the id of the A/B test page and the id of the variation that was chosen for the visitor.	Expires at the end of the session	Third party
element.io	_hs_gpc_banner_dismisses	This cookie is used when the Global Privacy Control banner is dismissed.	180 days	Third party

### 3.2. Analytics cookies and/or identifiers

These are cookies and/or identifiers which will require your consent ('**opt-in**') for them to be used. These help us understand how our products are used so that we can continue to improve them.

Domain	Cookie/Identifier type	Description	Retention	First Party/Third Party
EMS and element.io	pk_*	Used for <a href="#">Matomo</a> analytics (hosted by Element)	1 year	First party
element.io	ph_*	Used for <a href="#">Posthog</a> analytics (hosted by Element)	1 year	First party
Element Web and Mobile Apps	Analytics ID	An ID stored in account data on your matrix homeserver. This is only created if you opt in to product analytics using one of the Element apps.	Does not expire	First party
ems.element.io	CookieConsent, CookieConsent-legacy, cookieconsent_status	Tracks cookie consent state	1 year	First party
element.io	__hstc	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).element.io	6 months	Third party
element.io	hubspotutk	This cookie keeps track of a	6 months	Third party

		visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.		
try.element.io	__hssc	This cookie keeps 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 (increments each pageView in a session), and session start timestamp.	30 minutes	Third party

### 3.3. **Advertisement cookies**

Advertisement cookies are ad pixel cookies (such as Facebook, LinkedIn and Google) that let us know if someone clicked an ad that lead them to our website. This lets us understand and improve our customer journeys.

<b>Domain</b>	<b>Cookie/Identifier type</b>	<b>Description</b>	<b>Retention</b>	<b>First Party/Third Party</b>
try.element.io	Google Ads pixel	Pixel cookie to detect if a visitor to the website arrived from clicking a Google ad.	Session	First party

try.element.io	LinkedIn Ads pixel	Pixel cookie to detect if a visitor to the website arrived from clicking a LinkedIn ad.	Session	First party
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#### 4. Document History

- 2023, Aug 23: Updating Hubspot cookies and adding advertisement cookies
- 2023, June 23: Format changes (Version 3.0.1)
- 2022, July 21: Major policy update for clarification and expansion of section 3. (version 3.0.0)
- 2020, July 13: Policy update and addition of Element.io. (Version 2.0.0)
- 2018, August 23: Riot.im Cookie Policy (Version 1.0.0)