



Baker Group Cookie Policy

Effective date: 3/9/2026

What are cookies?

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use (i.e., the information we collect using cookies and how that information is used), and how to manage your cookie settings.

Cookies are small text files used to store small pieces of information. They are stored on your device when a website loads in your browser. These cookies help ensure that the website functions properly, enhance security, provide a better user experience, and analyze performance to identify what works and where improvements are needed.

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 primarily necessary for the website to function properly and do not collect any personally identifiable data.

The third-party cookies used on our website primarily help us understand how the website performs, track how you interact with it, keep our services secure, deliver relevant advertisements, and enhance your overall user experience while improving the speed of your future interactions with our website.

Types of cookies we use

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
ASP.NET_SessionId	session	Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.



rc::a	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::c	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
VISITOR_PRIVACY_METADATA	6 months	YouTube sets this cookie to store the user's cookie consent state for the current domain.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
VISITOR_INFO1_LIVE	6 months	A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.
yt-remote-connected-devices	Never Expires	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
ytidb::LAST_RESULT_ENTRY_KEY	Never Expires	The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.
yt-remote-device-id	Never Expires	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.



yt-remote-session-name	session	The yt-remote-session-name cookie is used by YouTube to store the user's video player preferences using embedded YouTube video.
yt-remote-fast-check-period	session	The yt-remote-fast-check-period cookie is used by YouTube to store the user's video player preferences for embedded YouTube videos.
yt-remote-session-app	session	The yt-remote-session-app cookie is used by YouTube to store user preferences and information about the interface of the embedded YouTube video player.
yt-remote-cast-available	session	The yt-remote-cast-available cookie is used to store the user's preferences regarding whether casting is available on their YouTube video player.
yt-remote-cast-installed	session	The yt-remote-cast-installed cookie is used to store the user's video player preferences using embedded YouTube video.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
ga*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.



YSC	session	YSC cookie is set by YouTube and is used to track the views of embedded videos on YouTube pages.
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Advertisement

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

Cookie	Duration	Description
_gcl_au	3 months	Google Tag Manager sets this cookie to experiment with advertisement efficiency of websites using their services.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.
IDE	1 year 24 days	Google DoubleClick IDE cookies store information about how the user uses the website to present them with relevant ads according to the user profile.
__Secure-ROLLOUT_TOKEN	6 months	YouTube sets this cookie to manage feature rollout and experimentation. It helps Google control which new features or interface changes are shown to users as part of testing and staged rollouts, ensuring consistent experience for a given user during an experiment.
yt.innertube::nextId	Never Expires	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.
yt.innertube::requests	Never Expires	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.
__Secure-YNID	6 months	Google cookie used to protect user security and prevent fraud, especially during the login process.



Uncategorized

Other uncategorized cookies are those that are being analyzed and have not been classified into a category as yet.

Cookie	Duration	Description
calltrk_referrer	6 months	This is a functionality cookie set by the CallRail. This cookie is used to store the referring URL. It helps to accurately attribute the visitor source when displaying a tracking phone number.
calltrk_landing	6 months	This is a functionality cookie set by the CallRail. This cookie is used to store the landing page URL. It helps to accurately attribute the visitor source when displaying a tracking phone number.
calltrk_nearest_tld	1 year 1 month 4 days	Description is currently not available.
__Secure-YEC	past	YouTube sets this cookie to stores the user's video player preferences using embedded YouTube video

Manage cookie preferences

Consent Preferences

You can modify your cookie settings anytime by clicking the 'Consent Preferences' button above. This will allow you to revisit the cookie consent banner and update your preferences or withdraw your consent immediately.

Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web 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?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>



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 a different web browser, please refer to its official support documentation.