

## **Persistent cookies and session cookies**

A cookie can last differently depending on its purpose. These cookies are called persistent or session cookies.

A persistent cookie is stored in your browser until it expires or that you remove it. A persistent cookie always has an expiration date, which can vary from a day to several years.

A session cookie only stays with you for the duration of the session. This means that it expires as soon as you close the tab or the browser itself.

## **Essential cookies**

### **Purpose and information collected**

To ensure that our website runs from a technical and visual perspective, we use cookies that are essential to uphold functionality.

### **Cookies**

#### **Our own cookies (First Party Cookies)**

Our own cookies are used to enhance the user experience of the website. These cookies do not store any personally identifiable information (PII).

## **Analytics & Functional Cookies**

### **Purpose and information collected**

Our analytics cookies are used to collect information around the usage of our website. This data is used to enhance the user experience of the website and helps us to count the number of users, where they came from on the internet and how they interacted with the website once they arrived.

This data is anonymized before being added to the system. If you opt-out of this kind of cookie, we are not able to see the type of information we mentioned above.

### **Cookies**

#### **Google Analytics (First Party Cookies)**

This cookie is used to store user behavior and ensures a functional and user friendly website. Find out more on [Google's website](#) on how you can choose to opt-out of these kinds of cookies.

### **Lifespan**

\_\_ga, 2 years

\_\_gat, 1 minute

\_\_gid, 24 hours

\_\_gid, 24 hours

\_\_utma, 2 years

\_\_utmz, 6 months

\_\_utmb, 30 minutes

\_\_utmx, 18 months

\_\_utmxx, 18 months

collect, session cookie

### **HotJar (Tracking Code) (First Party Cookies)**

HotJar is used to collect and present statistics on user behavior in an anonymous way. We use this information to enhance and optimize the user experience of the website. Find out more on [HotJars website](#) on how you can choose to opt-out of these kinds of cookies.

#### **Lifespan**

\_hjIncludedInSample, 1 year

\_hjAbsoluteSessionInProgress, session

\_hjTLDTest, session

\_BEAMER\_FIRST\_VISIT\_zeKLgqli17986, 1 year

\_BEAMER\_LAST\_UPDATE\_zeKLgqli17986, 1 year

\_BEAMER\_USER\_ID\_zeKLgqli17986, 1 year

### **Leadfeeder (Tracking Code) (First Party Cookies)**

Leadfeeder is a software which identifies which company has visited our website. The data is anonymized which makes the company but not the person at the company identifiable. This information is used to verify that the right kind of traffic is being directed to our website and that the target audience is sound. Find out more on [Leadfeeders website](#) on how you can choose to opt-out of these kinds of cookies.

## **Lifespan**

\_lfa, 730 days

\_lfa\_test\_cookie\_stored, 730 days

## **Marketing Cookies**

### **Purpose and information collected**

Marketing cookies are used to analyze the behavior of the user of the website. This in turn delivers content that is based on previous choices made on the website.

We use this data to retarget and remarket to users who have previously visited our website. The user can then be identified on other websites than our own and receive marketing that is relevant based on previous behavior. The information we use are IP addresses and a unique ID to be able to identify you.

## **Cookies**

### **Google Ads (First Party Cookies)**

This cookie is used to target ads (remarketing/retargeting). This data is used to deliver relevant ads based on which pages users have visited earlier. Find out more on [Googles website](#) on how you can choose to opt-out of these kinds of cookies.

## **Lifespan**

NID, 6 months

### **Facebook Pixel (First Party Cookies)**

We use the Facebook Pixel to allow us to effectively measure the effect of our ads. We also use it to create audiences based on which page our visitors have visited and to optimize the content to better suit this audience. Find out more on [Facebook website](#) where you can also learn how to alter the ad settings in your account.

## **Lifespan**

fr, 3 months

\_fbp, 3 months

dpr, 3 months

c\_us, 3 months

### **LinkedIn (First Party Cookies)**

We use the LinkedIn Pixel to allow us to effectively measure the effect of our ads. We also use it to create audiences based on which page our visitors have visited and to optimize the content to better suit this audience. Find out more on [LinkedIn's website](#) where you can also learn how to alter the ad settings in your account.

Lifespan

UserMatchHistory, 30 days

bcookie, 731 days

li\_gc, 710 days

AnalyticsSyncHistory, 30 days

lang, session

lidc, 1 day

### **Stop cookies from being used on your computer**

You have the possibility to adjust your consent via the Cookie Consent Widget, but you also have the option to turn cookies entirely off on your browser. This allows for the blockage of all cookies or just the cookies of your choice. Below are guides for every browser and instructions for how to remove or limit the cookies that are stored in your browser.

[Internet Explorer](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Opera](#)

[Safari](#)