Persistent cookies and session cookies

A cookie can last differently depending on it's 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 it self.

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 the interacted with the website once they arrived.

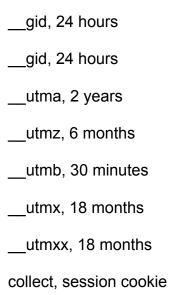
This data is anonymized before being added to the system. If you opt-out of this kind of cookie, we are not able to see the type of information we mentioned above.

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 <u>Googles website</u> on how you can choose to opt-out of these kinds of cookies.

Litespan
ga, 2 years
gat. 1 minute



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

Ifa 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 <u>Googles website</u> 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 <u>LinkedIns</u> 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

<u>Opera</u>

<u>Safari</u>