Cookie Policy UK

Introduction

This cookie policy explains how Findity AB (corporate registration number 556838-8200, Box 108, 771 23 Ludvika, Sweden) Findity and its affiliates (collectively "Findity", "we", "us" and "our") use cookies and related technology to recognize recognise you when you visit our websites, including but not limited to www.findity.com and related web sites, mobile versions or localized localised versions and related domains/subdomains and our Findity platform ("websites"). This cookie policy contains a description of the technology used, why we use it and how you can manage and control it.

What are Cookies?

A cookie is a small piece of data that is placed in the browser of your computer or mobile device when you visit a website and use its functions or use an app. Cookies are commonly used by online service providers to facilitate and help the interaction with users to be simple and fast (by helping us differentiate you from other users and enabling us to retrieve information such as your settings and preferences) and to provide reporting information and facilitating online advertising.

What type of cookies do we use and what are they used for?

We use the following types of cookies on our websites and our Findity platform:

Necessary Cookies

We use the necessary cookies for our websites to function. These cookies are necessary to enable key functions such as security, network management, your cookie preferences and availability. Without the necessary cookies, you would not be able to use our basic services. You can disable necessary cookies by changing the setting in your browser, but this may affect how the websites work.

Our service provided via our Findity platform uses only necessary cookies.

Performance and feature Cookies

Performance and feature cookies are used to improve the performance and functionality of our websites but are not necessary for the use of the websites. However, without these cookies, some functions may become unavailable e.g., that you must enter your login details every time you visit the service because the websites cannot remember that you have logged in before.

Marketing Cookies

These account-based marketing cookies enable us to identify future customers and be able to customise our sales and marketing activities.

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Cookies for analysis and customisation

These cookies collect information that is used to help us understand how our websites are used or how effective our marketing campaigns are, or to help us customise our websites for you.

We use cookies from Google Analytics to collect limited information directly from the end user's browser so that we can better understand how you use our websites. More information about how Google collects and uses this information can be found at Google Analytics and you can see their terms here. You can opt out of all Google-backed analytics on our sites by visiting: https://tools.google.com/dlpage/gaoptout.

Advertising Cookies

These cookies collect information over time about your online activity on the websites and other online services to make online ads more relevant to you. This is called interest-based advertising. They also perform functions such as preventing the same ad from recurring and ensuring that ads are displayed correctly to advertisers.

Third party Cookies

Cookies that Findity places on the websites are called "first-party cookies". Cookies on websites set by parties other than Findity are called "third-party cookies". Third-party cookies enable third-party functions on or via the websites (e.g. advertising, interactive content and analysis).

Some cookies that have been set up on our websites have not been set up by Hubspot as a first party. These third-party service providers may set their own cookies in your browser. Third-party service providers control many of the performance and functionality, marketing and analytics cookies described above. We do not control the use of these third-party cookies as such cookies only can be accessed by the third party who originally set them.

Other related technology

Cookies are not the only way to recognise or track visitors. We may use other similar techniques from time to time, such as web beacons (sometimes called "tracking pixels" or "clear gifs"). Their function is to provide us with statistical information about the traffic on the websites and how people navigate our websites, as well as to facilitate marketing and interest-based advertising. Web beacons are usually transparent graphic images that are placed on a website. Web beacons are used in combination with cookies to measure visitors' actions on websites and if you reject cookies, this will impair their function. We and our marketing and advertising partners may use web beacons to obtain information

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such as the URL of the website where the beacon is displayed, the time the beacon was displayed, and the type of browser used to display the page.

We may also use web beacons in marketing communications sent by our system. If you receive an HTML-formatted version of such e-mails and your email is configured to download images, a record will appear as to whether you open the email (and if you open the email, how often you open it) to be saved in your subscription history. Your involvement in the content of the message (e.g., which links you click on) will also be recorded.

We also use caching and local storage in your browser to store customization customisation settings, e.g. your language and which tabs you last looked at in our product. This allows us to improve your experience and resume sessions where you left off.

We can use this information to get an indication of the content's popularity and to help us make decisions about future content and formatting. We may also use the information to publish more content that is relevant to users in future releases and to unsubscribe recipients who have not opened our emails for a certain period of time.

Cookie list
A list of the cookies we use can be found on our website.

Cookies and related technology and processing of personal data
We may process personal data about you when we use cookies or related technology, e.g., your IP address, your username, a unique identifier, or an e-mail address. When we do so, we will process your personal data in accordance with our Privacy Policy. You can read about how and why we collect your personal data, who we can share your personal data with and how you can exercise your rights in accordance with applicable data protection legislation in our Privacy Policy on our website.

Why do we use cookies?
We use cookies from first parties and/or third parties on our websites for various reasons, e.g., in order to
- facilitate the operation and functionality of our websites;
- improve the experience of our websites and make navigation faster and easier;
- create a tailored user experience for you and to understand what is useful and interesting for you;
- analyze how our websites are used and how we can best adapt and improve them;

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- identify potential customers and adapt our marketing and sales activities; and
- facilitate tailored online ads to suit your interests.

Visitors' consent

The starting point is that we obtain your consent before we collect or store cookies to your device and collect any information from the cookies. This applies to all forms of cookies, except necessary cookies for which we do not need consent.

You can set and change your setting at any time by visiting our cookie management tool on our website.

You can also change so that they make changes to your browser so that it does not receive any cookies in the browser's privacy settings. However, this may block our necessary cookies and prevent our website from functioning properly. Furthermore, there is a risk that you may not be able to take full advantage of all our website's functions and services. You should also be aware that you may lose stored information (such as saved login information, website preferences etc.) if you block cookies in your browser.

Different browsers give you different options. If you deactivate a cookie or a category of cookies, the cookie will not be deleted from your browser, you must do this yourself in your browser.

Updates to this cookies policy

We may update this cookie policy from time to time e.g., to reflect changes in the cookies we use for other operational, legal, or regulatory reasons. Therefore, visit this cookie policy regularly to keep yourself informed about our use of cookies and related technology.

If you need more information

If you have any questions about our use of cookies or other technology, you can send us an email at legal@findity.com

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