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Cookie Policy

This Cookie Notification Policy has been drafted to inform visitors to our website of the use of cookies and similar technologies. It will outline what cookies are, how they work and where we use them in line with our responsibilities under the Privacy and Electronic Communications Regulations and the UK GDPR.

Document control

VERSION	CHANGES	AUTHOR	DATE
1.0	Initial version	Andreas Jespensgaard	15/6/18
2.0	This version contains more detailed information on our cookie policy than our initial version.	Signe Knutzen	24/1/23

Review and approval

	Role	SIGNATURE	DATE
Prepared by:	Marketing Manager		15/02/2023
Reviewed by:	Head of Data Science		15/02/2023
Reviewed by:	DPO at 8foldGovernance Ltd		14/02/2023
Reviewed by:			
Approved for publication by:			

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1.   What is a cookie?

A cookie is a small text file that is downloaded onto the device a user uses when accessing a website. Each time a device then re-visits a website, the device's browser will send the files to the website's server.

Using cookies therefore allows websites to recognise a user's pc, laptop or smartphone and store information about their preferences and past actions. This then allows thereby improving the experience of the user by doing things such as; authenticating users to save them re-entering log in details, storing a virtual bookmark to allow users to pick up where they left off and track any other preferences a user may have in navigating through a site.

A cookie usually contains a name of the website from which it comes from, a "lifetime", and a "value", which is usually a randomly generated unique number. They do not alone identify you as an individual but they do require your consent/permission to run in most cases.

To find out more about cookies, you can visit **this site.**

2.   Do we use cookies?

Yes. Hedia uses various technologies to collect information, and this includes sending cookies to your computer or mobile device to improve your website experience.

We may also collect information using web beacons (also known as "tracking pixels") - electronic images that can help deliver cookies, count visits, understand usage and product effectiveness and determine whether an email has been opened and acted upon.

Hedia collects both personal and anonymous information, and uses session-based and persistent cookies.

3.   How do we use cookies?

We use cookies to ease website navigation, speed up your activities and collect anonymous statistics to improve its functionality and structure. Cookies are used exclusively to monitor and improve your work on our website.

4. What types of cookies do we use?

We use both session-based cookies and persistent cookies. Session-based cookies are temporary cookies that remain on your device until the completion of the current session. A browser session starts when a user opens the browser window and finishes when it is closed. Once you close the browser, all current session cookies are deleted.

Session-based cookies allow us to link the actions of a particular user during their session activity. Persistent cookies remain on your device until you manually delete them or while their lifetime is up. They are activated each time when a user visits the website.

Cookies on the Service are used for different purposes, which can be broken down into the following categories:

Category	Description
Strictly necessary cookies	This set of cookies are required for the Services to work. They include, for instance, cookies for users' authentication and security. These cookies are essential to let you log into secure areas of the website, navigate around it, remember last actions in the system. They are necessary to enable our security mechanisms and prevent malicious activities. Examples of these cookies could be setting unique identifiers for each visitor and signing into the website as a registered user
Functionality cookies	These cookies are essential for user preferences, features and services provided by our website. They let us provide you with a more personalised online experience: remember your preferences (such as a user name, a language, region and so on), fill out forms which you could use on the service before, keep you logged in after a previous visit if you asked about this and much more. By disabling these cookies, you lose the efficiency of the site.
Statistical cookies	Cookies and other technologies such as web beacons and tags allow us to anonymously track our users' activity, pages which they have visited, time spent on them, clicks and so on to make the solution more relevant to your needs. We do not share your personal information with advertisers. These cookies may be used to better understand your online activity, optimise and improve the Service content and capabilities.

Performance cookies	Performance cookies let us recognise users, find out how they navigate through our website. All data is collected anonymously. Constant auditing, important logging events, research of new features and services let us quickly respond to the slightest issues in the work and fix them. These cookies can tell us, whether or not you have visited before, what functionality you are interested in and how successful your experience was. We involve third party analytics companies to perform these services for us.

5. What Cookies do we use?

Statistical cookies (_ga, _gat, _gid) are used by services of Google Analytics. They help us to understand how visitors interact with the website by collecting statistical information anonymously. We use IP anonymisation, so all data provided to Google Analytics is kept anonymously. We analyse them without binding to any particular user, so that we understand users' needs and expectations better and improve your experience with us. All Google Analytics cookies are stored in the United States, while the Service cookies are kept in the UK for UK service users and the EU for EU service users. We store cookies exactly as long as necessary for stable operation, after that they are removed.

6. Necessary Cookies

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Cookie Name	Provider	Type	Expiry	Purpose
_utma	Google	HTTP	2 years	We use Google Analytics to help us improve the site by collecting information about how visitors use our site. The cookies collect information in an anonymous form, including the number of visitors to the

				site, where visitors have come to the site from and the pages they visited.
_utmb	Google	HTTP	30 minutes	We use Google Analytics to help us improve the site by collecting information about how visitors use our site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.
_ga	Google	HTTP	2 years	We use Google Analytics to help us improve the site by collecting information about how visitors use our site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.
_limc	Linkedin	HTTP	6 months	We use LinkedIn Insight Tag to gain insights into how visitors coming from LinkedIn ads are interacting with our site. This way we can optimise our marketing efforts with more relevant audiences.
_ligc	Linkedin	HTTP	6 months	We use LinkedIn Insight Tag to gain insights into how visitors coming from LinkedIn ads are interacting with our site. This way we

				can optimise our marketing efforts with more relevant audiences.
_fbp	Meta	HTTP	90 days	We use Meta Pixel to gain insights into how visitors coming from Meta Platforms (Facebook & Instagram) are interacting with our site. This way we can optimise our marketing efforts with more relevant audiences.
_fbc	Meta	HTTP	90 days	We use Meta Pixel to gain insights into how visitors coming from Meta Platforms (Facebook & Instagram) are interacting with our site. This way we can optimise our marketing efforts with more relevant audiences.
default cookies	Wordpress	HTTP	Session	Used by WordPress are session and comment cookies. The session cookies track a user's session, and the comment cookies remember a commenter's details.

7. How to turn off cookies

All modern browsers allow you to change your cookie settings. The following links may be helpful in helping you understand how you can update your browser cookie settings:

- Microsoft Edge cookies information
- Internet Explorer cookies information
- Chrome cookies information
- Firefox cookies information
- Safari cookies information – mobile devices and desktops

- Opera cookies information

In addition you may opt out of cookies utilised by Google Analytics across all websites via the Google Analytic Opt Out tool available here: **http://tools.google.com/dlpage/gaoptout**

8. Your information in our services

To learn more about how your personal information is used as part of our services, please visit https://www.hedia.com/privacy-notice/

9. Further Information from the regulator on cookies

https://ico.org.uk/your-data-matters/online/cookies/