

COOKIE POLICY

This cookie policy describes how Formulate, company registration number 556939-6129 having its registered address at Kungsgatan 27, 111 56, Stockholm, Sweden ("Formulate", "we" or "us") uses cookies at www.formulate.app and related sub-domains such as cloud.formulate.app (the "Website").

1. WHAT IS A COOKIE?

A cookie is a small piece of data sent from a Website and stored in a user's web browser, mobile phone, or other device while the user is browsing that Website. A cookie can help the Website provider to recognize your device and/or browser the next time you visit that Website, provide you with access to certain functions on the Website and/or register your surf patterns. There are other technologies such as pixel tags, web bugs, web storage and other similar files and technologies that may carry the same functions as cookies. In this cookie policy, we use the term "cookies" for cookies and all such similar technologies.

2. WHICH TYPES OF COOKIES DO WE USE?

We use the following cookies:

Strictly necessary cookies – These cookies are strictly necessary in order to enable you to move around the website and use its features. The Website cannot function without these cookies. Strictly necessary cookies do not require your consent as they enable services you have specifically asked for and which cannot be provided otherwise.

Functionality cookies – These cookies enable the Website to save details that you have provided in order to offer a better experience, such as, e.g. allow the Website to remember choices you make such as your username, language or the region you are in. Some parts of the Website may not function properly without these cookies. These cookies may be automatically enabled and can be managed to your preferences through your browser settings.

Analytical cookies – These cookies are used in order for us to analyse the performance and design of the Website and to detect errors. These cookies also enable us to recognise that you have visited the Website before, which sites on the Website that visitors visit most frequently and how much time visitors spend on the Website. These cookies may be automatically enabled and can be managed to your preferences through your browser settings. The purpose of these cookies is solely to improve the performance of the website and your experience.

Advertising cookies – These cookies are used to track your visit across websites to display ads that are relevant and engaging for you as a user. These cookies may be automatically enabled and can be managed to your preferences through your browser settings.

We also use cookies from third parties. This means that third parties have created these cookies and the cookies are set on your device via our Website. We do this to be able to measure and follow advertisement performance.

3. INFORMATION ABOUT OUR COOKIES

We use the following cookies for the purposes set out below:

Type of cookie	Cookie name & domain	Purpose and personal data processed	Duration
Advertising	_fbp <i>.formulate.app</i>	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months
Analytical	nQ_cookieId <i>www.formulate.a pp</i>	Albacross sets this cookie to help identify companies for better lead generation and more effective ad targeting.	1 year
Analytical	nQ_userVisitId <i>www.formulate.a pp</i>	Sets a unique ID for a specific visitor. This ID can be used to recognize the visitor upon re-entry.	30 minutes
Advertising	_gcl_au <i>.formulate.app</i>	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.	3 months
Analytical	_ga <i>.formulate.app</i>	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
Analytical	_gid <i>.formulate.app</i>	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day

Analytical	_gat_gtag_UA_43517340_01 <i>.formulate.app</i>	Set by Google to distinguish users.	1 minute
Analytical	_gat_UA-43517340-1 <i>.formulate.app</i>	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.	1 minute
Analytical	_clck <i>.formulate.app</i>	to store a unique user ID.	1 year
Analytical	_clsk <i>.formulate.app</i>	This cookie is used to store and combine pageviews by a user into a single session recording.	1 day
Advertising	_uetsid <i>.formulate.app</i>	Bing Ads sets this cookie to engage with a user that has previously visited the website.	1 day
Functional	_uetvid <i>.formulate.app</i>	Bing Ads sets this cookie to engage with a user that has previously visited the website.	1 year 24 days

4. INFORMATION ABOUT THIRD-PARTY COOKIES

We allow the use of the following third-party cookies for the purposes set out below:

Type of cookie	Cookie name & domain	Purpose and personal data processed	Duration
Advertising	MUID <i>.bing.com</i>	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days
Advertising	MUID <i>.clarity.ms</i>	Bing sets this cookie to recognize unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days
Advertising	ANONCHK <i>.c.clarity.ms</i>	The ANONCHK cookie, set by Bing, is used to store a user's session ID and also verify the clicks from ads on the Bing search engine. The cookie helps in reporting and personalization as well.	10 minutes
Advertising	UserMatchHistory	LinkedIn sets this cookie for LinkedIn Ads ID syncing.	1 month

	<i>.linkedin.com</i>		
Functional	Lang <i>.ads.linkedin.com</i>	LinkedIn sets this cookie to remember a user's language setting.	session
Functional	Bcookie <i>.linkedin.com</i>	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.	2 years
Functional	lidc <i>.linkedin.com</i>	LinkedIn sets the lidc cookie to facilitate data center selection.	1 day
Functional	Lang <i>.linkedin.com</i>	LinkedIn sets this cookie to remember a user's language setting.	session
Functional	Bscookie <i>.www.linkedin.com</i>	LinkedIn sets this cookie to store performed actions on the website.	2 years
Functional	__cf_bm <i>.hubspot.com</i>	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	30 minutes
Other	SNID <i>snid.snitcher.com</i>	This cookie is set by the Google. This cookie is used by the map which helps visitors to identify and reach the facility.	2 years
Analytical	AnalyticsSync History <i>.linkedin.com</i>	Used to store information about the time a sync with the lms_analytics cookie.	1 month
Analytical	li_gc <i>.linkedin.com</i>	Used to store consent of guests regarding the use of cookies for non-essential purposes, 2 years, LinkedIn.	2 years
Analytical	SM <i>.c.clarity.ms</i>	This cookie to obtain user session data.	session
Advertising	SRM_B <i>.c.bing.com</i>	Used by Microsoft Advertising as a unique ID for visitors.	1 year 24 days

For more information regarding cookies from Google, please see Google's policy here: <https://policies.google.com/technologies/partner-sites>

For more information regarding cookies from Facebook, please see Facebook's policy here: <https://www.facebook.com/policies/cookies/>

For more information regarding cookies from Microsoft and Bing, please see Microsoft's policy here: <https://privacy.microsoft.com/privacystatement>

For more information regarding cookies from LinkedIn, please see LinkedIn's policy here: <https://www.linkedin.com/legal/cookie-policy>

For more information regarding cookies from Albacross, please see Albacross' policy here: <https://albacross.com/privacy-policy/>

5. YOUR CONSENT TO COOKIES

By clicking "Accept" on our cookie banner on the Website you consent to the use of cookies.

You may choose to consent to, or decline, all cookies with the exception of strictly necessary cookies. You may customize your choice by clicking "Cookie Settings" on our cookie banner. Most web browsers also allow you to manage your cookie preferences where you can set your browser to refuse cookies or delete certain cookies. In general, you should also be able to manage similar technologies by using your browser's preferences. You may e.g. choose to block or delete cookies via the browser settings. Most web browsers have published instructions on how to manage cookies.

Since cookies are set to the device and browser you use to visit the Website, you will need to separately manage cookies on all the different devices and browsers you use to visit the Website.

Please note that if you choose to block cookies, the functionality of the Website may be affected.

6. PERSONAL DATA PROCESSING THAT OCCURS VIA COOKIES

In line with the tables above (see section 3 and 4), we have the following purposes and legal grounds for the personal data processing that occurs via cookies:

- a) **Performance and functionality.** We analyse the performance and design of the Website and to detect errors. Personal data processing that occurs within the scope of these purposes is based on your consent.
- b) **Advertising.** We process some personal data, such as IP-address, name, e-mail address, in order to track your visit across websites to display ads that are relevant and engaging for you as a user. Personal data processing that occurs within the scope of these purposes is based on your consent.

If you want to read more about your rights or how we process your personal data, please read our [Privacy Policy](#).

7. CONTACT US

If you have any questions or comments about our use of cookies, please contact us at info@formulate.app.