**Sedex Cookies**

We use cookies to enhance your user experience, collect analytical information about your use of our site, and to personalise content and ads.

While on Sedex.com you can view and change your cookies at any time by clicking on the Cookie icon presented on screen at the bottom left.

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

Below is a list of all the cookies we use on our website, their intended purpose and the duration those cookies remain active on your device:

|  |
| --- |
| **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. |
| **Provider**  | **Name of cookie**  | **Description**  | **Expiry** |
| Hubspot | \_\_cf\_bm | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | 1 day |
| Techtarget | \_\_cf\_bm | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | 1 day |
| Zoominfo | \_\_cf\_bm | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | 1 day |
| Sedex | \_ce.cch | Stores the user's cookie consent state for the current domain | Session |
| Hubspot | \_cfuvid | This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators. | Session |
| Zoominfo | \_cfuvid | This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators. | Session |
| Cookiebot | 1.gif | This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their LinkedIn application for example. | 1 year |
| Crazyegg | ce\_asset\_waiting | This cookie is part of a bundle of cookies which serve the purpose of content delivery and presentation. The cookies keep thecorrect state of font, blog/picture sliders, color themes and other website settings. | Session |
| Crazyegg | ce\_successful\_csp\_check | Detects whether user behaviour tracking should be active on the website. | Persistent |
| Crazyegg | ce\_successful\_csp\_check | Detects whether user behaviour tracking should be active on the website. | Persistent |
| Sedex | CookieConsent | Stores the user's cookie consent state for the current domain | 1 year |
| Linkedin | li\_gc | Stores the user's cookie consent state for the current domain. | 180 days |
| Google DoubleClick  | test\_cookie | Used to check if the user's browser supports cookies. | 1 day |

|  |
| --- |
| **Preference cookies**: enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in. |
| **Provider**  | **Name of cookie**  | **Description**  | **Expiry** |
| Sedex | pll\_language | This cookie is used to determine the preferred language of the visitor and sets the language accordingly on the website, if possible. | 1 year |

|  |
| --- |
| **Statistic cookies**: help website owners to understand how visitors interact with websites by collecting and reporting information anonymously. |
| **Provider**  | **Name of cookie**  | **Description**  | **Expiry** |
| Sedex | \_\_hssc | Identifies if the cookie data needs to be updated in the visitor's browser. | 1 day |
| Sedex | \_\_hssrc | Used to recognise the visitor's browser upon re-entry on the website. | Session |
| Sedex | \_\_hstc | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | 180 days |
| Sedex | \_ce.clock\_data | Collects data on the user’s navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner. | 1 day |
| Sedex | \_ce.clock\_event | Collects data on the user’s navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner. | 1 day |
| Sedex | \_ce.gtld | Holds which URL should be presented to the visitor when visiting the site. | Session |
| Sedex | \_ce.s | Collects data on the user’s navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner. | 1 year |
| Sedex | \_ga | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 years |
| Sedex | \_ga\_# | Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit. | 2 years |
| Sedex | \_hjSession\_# | Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | 1 day |
| Sedex | \_hjSessionUser\_# | Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | 1 year |
| Sedex | \_hjTLDTest | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Session |
| Linkedin | AnalyticsSyncHistory | Used in connection with data-synchronization with third-party analysis service. | 30 days |
| Crazyegg | ce\_fvd | Collects data on the user’s navigation and behavior on the website. This is used to compile statistical reports and heatmaps forthe website owner. | Persistent |
| Crazyegg | ce\_virtual\_tracker\_data | Collects data on the user’s navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner. | Persistent |
| Sedex | cebs | Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data canalso be used to create leads for marketing purposes. | Session |
| Sedex | cebsp\_ | Collects data on the user’s navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner. | Session |
| Crazyegg | cetabid | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | Session |
| Hotjar | hjActiveViewportIds | This cookie contains an ID string on the current session. This contains non-personal information on what subpages the visitor enters – this information is used to optimize the visitor's experience. | Persistent |
| Hotjar | hjViewportId | Saves the user's screen size in order to adjust the size of images on the website. | Session |
| Sedex | hubspotutk | Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes. | 180 days |
| Google tag manager | td | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Session |
| Zoom Info | ziwsSession | Collects statistics on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | Session |
| Zoom Info | ziwsSessionId | Collects statistics on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | Session |

|  |
| --- |
| **Marketing cookies:** are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers. |
| **Provider**  | **Name of cookie**  | **Description**  | **Expiry** |
| Youtube | #-# | Stores the user's video player preferences using embedded YouTube video | Session |
| Hubspot | \_\_ptq.gif | Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels. | Session |
| 6sense | \_6senseCompanyDetails | Used in context with Account-Based-Marketing (ABM). The cookie registers data such as IP-addresses, time spent on the website and page requests for the visit. This is used for retargeting of multiple users rooting from the same IP-addresses. ABM usually facilitates B2B marketing purposes. | Persistent |
| Sedex | \_fbp | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months |
| Sedex | \_gcl\_au | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | 3 months |
| Sedex | \_gd\_session | Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads. | 1 day |
| Sedex | \_gd\_visitor | Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads. | 2 years |
| 6sense | 6suuid | Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting. | 400 days |
| Google | ads/ga-audiences | Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. | Session |
| LinkedIn | bcookie | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 1 year |
| Google DoubleClick | IDE | Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user. | 1 year |
| YouTube | iU5q-!O9@$ | Registers a unique ID to keep statistics of what videos from YouTube the user has seen. | Session |
| YouTube | LAST\_RESULT\_ENTRY\_KEY | Used to track user’s interaction with embedded content. | Session |
| Facebook | lastExternalReferrer | Detects how the user reached the website by registering their last URL-address. | Persistent |
| Facebook | lastExternalReferrerTime | Detects how the user reached the website by registering their last URL-address. | Persistent |
| LinkedIn | li\_adsId | Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant. | Persistent |
| LinkedIn | li\_sugr | Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant. | 3 months |
| LinkedIn  | lidc | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 1 day |
| YouTube  | LogsDatabaseV2:V#||LogsRequestsStore | Stores the user's video player preferences using embedded YouTube video | Persistent |
| YouTube  | nextId | Used to track user’s interaction with embedded content. | Session |
| Google  | pagead/1p-user-list/#  | Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites. | Session |
| Google DoubleClick | pagead/landing | Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement. | Session |
| Google syndication  | pagead/landing | Tracks the conversion rate between the user and the advertisement banners on the website - This serves to optimise the relevance of the advertisements on the website. | Session |
| YouTube  | remote\_sid | Necessary for the implementation and functionality of YouTube video-content on the website. | Session |
| YouTube  | requests | Used to track user’s interaction with embedded content. | Session |
| YouTube  | ServiceWorkerLogsDatabase#SWHealthLog | Necessary for the implementation and functionality of YouTube video-content on the website. | Persistent |
| YouTube  | TESTCOOKIESENABLED | Used to track user’s interaction with embedded content. | 1 day |
| LinkedIn  | UserMatchHistory | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | 30 days |
| 6sense | v1/beacon/img.gif | Used in context with Account-Based-Marketing (ABM). The cookie registers data such as IP-addresses, time spent on thewebsite and page requests for the visit. This is used for retargeting of multiple users rooting from the same IP-addresses. ABM usually facilitates B2Bmarketing purposes. | Session |
| YouTube  | VISITOR\_INFO1\_LIVE | Tries to estimate the users' bandwidth on pages with integrated YouTube videos. | 180 days |
| YouTube  | VISITOR\_PRIVACY\_METADATA | Stores the user's cookie consent state for the current domain | 180 days |
| YouTube  | YSC | Registers a unique ID to keep statistics of what videos from YouTube the user has seen. | Session |
| YouTube  | ytidb::LAST\_RESULT\_ENTRY\_KEY | Stores the user's video player preferences using embedded YouTube video. | Persistent |
| YouTube  | YtIdbMeta#databases | Used to track user’s interaction with embedded content. | Persistent |
| YouTube  | yt-remote-cast-available | Stores the user's video player preferences using embedded YouTube video. | Session |
| YouTube  | yt-remote-cast-installed | Stores the user's video player preferences using embedded YouTube video. | Session |
| YouTube  | yt-remote-connected-devices | Stores the user's video player preferences using embedded YouTube video. | Persistent |
| YouTube  | yt-remote-device-id | Stores the user's video player preferences using embedded YouTube video. | Persistent |
| YouTube  | yt-remote-fast-check-period | Stores the user's video player preferences using embedded YouTube video. | Session |
| YouTube  | yt-remote-session-app | Stores the user's video player preferences using embedded YouTube video. | Session |
| YouTube  | yt-remote-session-name | Stores the user's video player preferences using embedded YouTube video. | Session |

Last updated May 2024. Please click on the widget on the website to view all up-to-date cookies and to manage your preferences.

For further information, visit allaboutcookies.org.

**How do we use cookies?**

Sedex uses cookies in a range of ways to improve your experience on our website, including:

* Keeping you signed in.
* Understanding how you use our website.
* Generating marketing leads and other information.
* To store information about your preferences and to personalise our website for you.
* As an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally.
* To store your preferences in relation to the use of cookies more generally.

**What types of cookies do we use?**

There are a number of different types of cookies, however, our website uses:

* Functionality – Sedex uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
* Analytics - Sedex uses these cookies to track how you use and interact with our website so we can make improvements to the user experience.
* Advertising – Sedex uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Sedex sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

**How to manage cookies**

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.