

Cookie Policy

Last updated, 12.12.2025

Cookie Table

Cookie Name	Storage Period	Description	Data Collected	Third Party Involvement	Third Party Privacy Policy	Data Transfer Outside EU/EEA	Data Transfer Mechanism
<i>Necessary</i>							
CookieConsent	1 year	Stores the user's cookie consent state for the current domain	[Consent status]	Cookiebot	[https://www.cookiebot.com/en/privacy-policy/]	[No]	[Standard SCCs / Adequacy (Cookiebot)]
test_cookie	1 day	Used to check if the user's browser supports cookies.	[Browser type, IP address (anonymized), cookie support status]	Google	[https://policies.google.com/privacy]	[Yes]	[EU-US Privacy Shield / SCCs]
bcookie	1 year	Used in order to detect spam and improve the website's security.	[Presumably user ID or usage patterns]	LinkedIn	[https://www.linkedin.com/legal/privacy-policy]	[Yes]	[SCCs / Binding Corporate Rules]
li_gc	180 days	Stores the user's cookie consent state for the current domain.	[Consent status]	LinkedIn	[https://www.linkedin.com/legal/privacy-policy]	[Yes]	[SCCs / Binding Corporate Rules]
__cf_bm [x16]	1 day	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.	[Likely fingerprinting data or request metadata]	assets.pvcase. prod.verveagency.com g2.com g2crowd.com hsadspixel.net hs-banner.com hs-sites-eu1.com hubspotusercontent.com hubspotusercontent-eu1.net hubspotusercontent-na1.net pvcase.zendesk.com	[https://www.cloudflare.com/privacypolicy/]	[Yes]	[SCCs / Standard Cloudflare terms]
_cfuid [x3]	Session	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.	[Connection metadata, performance data]	hsforms.com pvcase.zendesk.com	[https://www.cloudflare.com/privacypolicy/]	[Yes]	[SCCs / Standard Cloudflare terms]
<i>Preferences</i>							
lidc	1 day	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	[Cluster ID, session metadata]	LinkedIn	[https://www.linkedin.com/legal/privacy-policy]	[Yes]	[SCCs / Binding Corporate Rules]
##.clientId	Persistent	Identifies the visitor across	[Visitor identifier]	Zendesk	[https://www.zendesk.com/company]	[Yes]	[SCCs / Standard privacy terms]

		devices and visits, in order to optimize the chat-box function on the website.			/agreements-and-terms/privacy-notice/		
<i>Statistics</i>							
g2tracking	Persistent	Used to track user's interaction with embedded content.	[Interaction data]	G2Crowd	[https://www.g2.com/privacy]	[Yes]	[SCCs / Adequacy framework]
hjSession#	1 day	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.	[Visit metrics]	Hotjar	[https://www.hotjar.com/legal/policies/privacy/]	[Yes]	[SCCs / Adequacy framework]
hjSession User#	1 year	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.	[Visit metrics]	Hotjar	[https://www.hotjar.com/legal/policies/privacy/]	[Yes]	[SCCs / Adequacy framework]
__hssc	1 day	Identifies if the cookie data needs to be updated in the visitor's browser.	[Session metadata]	Hubspot	[https://legal.hubspot.com/privacy-policy]	[Yes]	[SCCs / Adequacy]
__hssrc	Session	Used to recognise the visitor's browser upon reentry on the website.	[Browser session ID]	Hubspot	[https://legal.hubspot.com/privacy-policy]	[Yes]	[SCCs / Adequacy]
__hstc	180 days	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	[Behavior analytics data]	Hubspot	[https://legal.hubspot.com/privacy-policy]	[Yes]	[SCCs / Adequacy]
hubspotutk	180 days	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	[Behavior analytics data]	Hubspot	[https://legal.hubspot.com/privacy-policy]	[Yes]	[SCCs / Adequacy]
ZD-buid	Persistent	Unique id that identifies the user on recurring visits.	[Identifier]	Zendesk	[https://www.zendesk.com/company/agreements-and-terms/privacy-notice/]	[Yes]	[SCCs / Standard privacy terms]
ZD-suid	Persistent	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	[Behavioral stats]	Zendesk	[https://www.zendesk.com/company/agreements-and-terms/privacy-notice/]	[Yes]	[SCCs / Standard privacy terms]
<i>Marketing</i>							
lastExternal Referrer	Persistent	Detects how the user reached the website by	[Referrer URL]	Meta Platforms, Inc.	[https://www.facebook.com/privacy-policy/]	[Yes]	[SCCs / Adequacy]

		registering their last URL-address.					
lastExternalReferrerTime	Persistent	Detects how the user reached the website by registering their last URL-address.	[Timestamp]	Meta Platforms, Inc.	[https://www.facebook.com/privacy/policy/]	[Yes]	[SCCs / Adequacy]
topicsLastReferenceTime	Persistent	Collects data on the user across websites - This data is used to make advertisement more relevant.	[Timing info, browsing metadata]	Meta Platforms, Inc.	[https://www.facebook.com/privacy/policy/]	[Yes]	[SCCs / Adequacy]
_fbp	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	[Ad engagement tracking data]	Meta Platforms, Inc.	[https://www.facebook.com/privacy/policy/]	[Yes]	[SCCs / Adequacy]
IDE	400 days	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.	[Ad click/view data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
pagead/1p-user-list/#	Session	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.	[Browsing interest tracking data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
collect	Session	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	[Behavior analytics data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
_ga	2 years	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and	[Behavior analytics data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]

		marketing channels.					
ga#	2 years	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	[Behavior analytics data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
_gat	1 day	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	[Behavior analytics data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
_gcl_au	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	[Ad experiment data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
_gid	1 day	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	[Behavior analytics data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
_gcl_ls	Persistent	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.	[Ad interaction/conversion data]	Google	[https://policies.google.com/privacy]	[Yes]	[SCCs / Privacy Shield / SCCs]
__ptq.gif	Session	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	[Behavior analytics data]	Hubspot	[https://legal.hubspot.com/privacy-policy]	[Yes]	[SCCs / Adequacy or HubSpot tools]
_uetid	Persistent	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	[Behavior tracking data]	Microsoft	[https://privacy.microsoft.com/en-us/privacystatement]	[Yes]	[SCCs / Adequacy]
_uetid_exp	Persistent	Contains the expiry-date for the cookie with corresponding name.	[Expiry information]	Microsoft	[https://privacy.microsoft.com/en-us/privacystatement]	[Yes]	[SCCs / Adequacy]

_uetvid	Persistent	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	[Behavior tracking data]	Microsoft	https://privacy.microsoft.com/en-us/privacystateme	[Yes]	[SCCs / Adequacy]
_uetvid_exp	Persistent	Contains the expiry-date for the cookie with corresponding name.	[Expiry information]	Microsoft	https://privacy.microsoft.com/en-us/privacystateme	[Yes]	[SCCs / Adequacy]
MSPTC	1 year	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.	[Behavior tracking data]	Microsoft	https://privacy.microsoft.com/en-us/privacystateme	[Yes]	[SCCs / Adequacy]
MUID	1 year	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	[Unique user ID]	Microsoft	https://privacy.microsoft.com/en-us/privacystateme	[Yes]	[SCCs / Adequacy]
_uetsid	1 day	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.	[Collects visitor behavior data across websites for relevant ads]	Microsoft	https://privacy.microsoft.com/en-us/privacystateme	[Yes]	[SCCs / Adequacy]
_uetvid	1 year	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	[Tracks visitors for presenting relevant ads]	Microsoft	https://privacy.microsoft.com/en-us/privacystateme	[Yes]	[SCCs / Adequacy]
_/ad/75aa344edeef4dbfa3b3dd7cb5f40e6f/pixel	Session	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	[Behavior interaction data]	Quora	https://www.quora.com/about/privacy	[No]	[SCCs / Adequacy]
rp.gif	Session	Necessary for the implementation of the Reddit.com's share-button function.	[Basic share-button request data]	Reddit	https://www.reddit.com/policies/privacy-policy	[No]	[SCCs / Adequacy]
_rdt_uuid	3 months	Used to track visitors on multiple websites, in order to present	[Behavior tracking data]	Reddit	https://www.reddit.com/policies/privacy-policy	[No]	[SCCs / Adequacy]

		relevant advertisement based on the visitor's preferences.					
v1/beacon/img.gif	Session	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.	[IP data, time spent, page requests]	b.6sc.co	[https://6sense.com/privacy-policy/]	[No]	□
_6senseCompanyDetails	Persistent	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.	[IP data, page requests, time spent]	j.6sc.co	[https://6sense.com/privacy-policy/]	[No]	□
_gd_session	1 day	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.	[Visit behavior data]	j.6sc.co	[https://6sense.com/privacy-policy/]	[No]	□
_gd_visitor	2 years	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.	[Visit behavior data]	j.6sc.co	[https://6sense.com/privacy-policy/]	[No]	□

_lfa	2 years	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.	[IP, time spent, page requests]	sc.lfeeder.com	[https://www.leadfeeder.com/privacy/]	[No]	
_lfa_test_cookie_stored	Session	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.	[IP, time spent, page requests]	sc.lfeeder.com	[https://www.leadfeeder.com/privacy/]	[Yes / No]	
_lfa	Persistent	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.	[IP, time spent, page requests]	sc.lfeeder.com	[https://www.leadfeeder.com/privacy/]	[Yes / No]	
_lfa_expiry	Persistent	Contains the expiry-date for the cookie with corresponding name.	[Expiry date]	sc.lfeeder.com	[https://www.leadfeeder.com/privacy/]	[Yes / No]	
(unnamed)	Session	Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple	[Session metrics, behavioral data]	tr-rc.lfeeder.com	[https://www.leadfeeder.com/privacy/]	[Yes / No]	

		visits. This data can also be used to create leads for marketing purposes.					
Unclassified							
_rdt_em	3 months	Pending	[]	Reddit	[https://www.redditinc.com/policies/privacy-policy]	[No]	[SCCs / Adequacy]
algolia-client-js-5.27.0-U2A1SBTQ0E	Persistent	Pending	[]	pvcase.com	[https://www.pvcase.com/privacy-policy]	[No]	[Standard EU data handling terms]