



# COOKIE POLICY

## INTRODUCTION

We use cookies, tracking pixels and similar technologies on our website [www.adway.ai](http://www.adway.ai) to gather data about our visitors' use of our website. We use this data to improve your experience of our website, to analyze the visitors' use of the site and to provide you with relevant, interest-based marketing. If you have any questions, please send us an email to [privacy@adway.ai](mailto:privacy@adway.ai) and we're happy to assist! If you want to know more about our processing of your personal data, please check out our [Privacy Policy](#).

## WHAT ARE COOKIES AND PIXELS

Simplified, Cookies are little text files which are stored on the browser or hard drive of your computer or mobile device when you visit a webpage or application. Cookies work to make your experience browsing our site as smooth as possible and they remember your preferences, so you don't have to insert your details again and again.

Cookies and pixels collect data about you but are typically constructed with privacy by design. Only the server that sets the cookie can retrieve the data it collects, and the data is often collected on an anonymized basis.

## THERE ARE DIFFERENT KINDS OF COOKIES AND PIXELS

Here we've summarized some handy information:

*Cookies.* Used to enable website providers to recognize your browser when you revisit a website and to save data such as your user name and preferred language settings.



*Tracking Pixels.* Used to collect information about what you click on and what you're interested in to enable relevant, interest-based advertising on sites such as Facebook.

The cookies we use have different lifespans.

Cookies can be stored for varying lengths of time on your browser or device. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date.



## THE COOKIES WE USE CAN EITHER BE SENT BY US OR BY A THIRD PARTY

*First-party cookies.* They are sent by us when you visit our site.

*Third party cookies.* They are sent by our advertising and analytics partners, such as Facebook and Google, when you visit our site.

## WHAT COOKIES DO WE USE

### Google Analytics.

Adway uses cookies from Google Analytics to track traffic on the website with the purpose of improving the website, which helps improve your experience of the site. The Google Analytics Cookie includes a retargeting cookie. With retargeting, Google stores a cookie on your computer/device. This cookie provides us with anonymized, aggregated data regarding for example how many unique visitors we have, from which countries they come, how long they stay on the site and what they click on. In other words, it collects data about how our visitors interact with the site and geographical data.

[Click here to opt out of Google Analytics](#)



### Adwords



The Google AdWords cookie is used to track conversions from ads in the Google search and on the Google Display network, as well as retargeting. The retargeting is anonymous targeting of ads across the Google display network.

[Click here to opt-out of Google AdWords.](#)

## Albacross

The purpose for the processing of the personal data is that it enables Albacross to improve a service rendered to us and our website (e.g. "Lead Generation" service), by adding data to their database about companies.

The data that is collected and used by Albacross to achieve this purpose is information about the IP-address from which you visited our website, and technical information that enables Albacross to tell apart different visitors from the same IP-address. Albacross stores the domain from form input in order to correlate the IP-address with your employer.

You may at any time withdraw your consent to this processing. Such withdrawal may be made either by contacting us, or by contacting Albacross directly.

[More information about the privacy policy of Albacross](#)

## Facebook Pixel

We use the Facebook Pixel to track user behavior, which enables us to send you relevant, targeted advertising on Facebook. It's a tracking pixel that collects information about you, which is used to build and optimize target audiences for Facebook ads. For example, it collects and sends data, which is connected to an identifier such as your name or IP-address, to Facebook regarding that you have visited our site and what you clicked on.

The pixel sends this data to Facebook where it's matched with your user profile if you have one. So when we create an ad on Facebook, we can ask Facebook to target the ad to people having visited our



site and then it might pop up in your feed. We do not collect or store any personal data about you through the Pixel but Facebook does. If you're curious about the Facebook Pixel or how Facebook use the personal data, please read their [Data Policy](#) and [Cookie Policy](#).

## LinkedIn Insight Tag

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that we have added to our websites to enable in-depth campaign reporting and to help us unlock valuable insights about our website visitors. We use the LinkedIn Insight Tag to track conversions, retarget website visitors, and unlock additional insights about members interacting with our LinkedIn adverts.

The LinkedIn Insight Tag enables the collection of metadata such as IP address information, timestamp, and events such as page views. All data is encrypted. The LinkedIn browser cookie is stored in a visitor's browser until they delete the cookie or the cookie expires (there's a rolling six-month expiration from the last time the visitor's browser loaded the Insight Tag).

You can opt out of cookies from LinkedIn on your [LinkedIn settings page](#).

## Inspectlet

Adway uses cookies provided by Inspectlet to collect information about how visitors use our sites. The information is used by Inspectlet to compile heatmap and user journey information. The cookies collect information in an anonymous form. The data collected includes the number of visitors to the site, the pages they visited and the links that they click to navigate the site.

[More information about Inspectlet's privacy policy.](#)

## Intercom

Intercom enables us to offer a live chat feature on our website. This cookie attempts to remember a user such that they may continue



their conversation between different pages of the site and resume the conversation on repeat visits to the site.

[More Information on Intercom's Privacy Policies.](#)

## HOW CAN YOU CONTROL OUR USE OF COOKIES

### Opt in or Opt out.

You decide if you want to consent to our use of cookies and tracking pixels or not. When you first visit our website, you are presented with a cookie banner that allows you to either opt in or opt out from our use of cookies. If you consent to our use of cookies, such cookies will be sent to and stored on your device. If you opt out and do not consent, we have a special script in place which ensures that no cookies that collect your data are being used. Opting-out from our use of cookies does not mean opting-out from online advertising. You'll still receive targeted ads on Facebook but not from us.

## IF YOU REGRET YOUR GIVEN CONSENT

If you have consented but later regret it, go to your browser settings. Most devices or browsers have settings where you can manage the use of cookies on your device. By changing those settings, you can block or erase certain types of cookies and pixels. If you do not want to receive personalized advertising on Facebook, you can also change the settings on your Facebook account.

## DO WE SHARE DATA COLLECTED THROUGH OUR USE OF COOKIES AND PIXELS

Sometimes we share information about your use of the site with our social media advertising and analytics partners such as Google, Facebook, etc. We only do this to deliver our own services and marketing with their help. We do not share or transfer personal data to third parties for their direct marketing purposes without your permission.



## CONTACT US

Adway (Aktiebolaget Innovx), company registration number 559126-9286, is a Swedish liability company incorporated under the laws of Sweden, with its registered office at Gamla Almedalsvägen 4, 412 63 Gothenburg, Sweden. We are the responsible legal entity (controller) of your personal data as described above. We comply with Swedish personal data protection laws, including the General Data Protection Regulation (GDPR).

We have an operations team devoted to working with privacy and personal data protection. Please contact them with any question you may have about this privacy policy or our processing of your personal data by sending an email to [privacy@adway.ai](mailto:privacy@adway.ai), and they will get back to you promptly.

