

### Necessary Cookies

Necessary Cookies help make the Website usable by enabling basic functions like page navigation and access to secure areas of the Website. You may disable these by changing your browser settings as described below. If you do so, you will still be able to navigate the Website, but some of the Website's feature cannot function properly without these cookies.

Cookie Name	Purpose	Validity (1 Day / 1 Year / Session / Persistent, etc.)
__cf_bm provider: g2crowd	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
__cf_bm provider: hubspot	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
__cf_bm provider: zoominfo	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
bscookie	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
elementor	Used in context with the website's WordPress theme. The cookie allows the website owner to implement or change the website's content in real-time.	Persistent
embed/v3/counters.gif	Used to implement forms on the website.	Session
embed/v3/counters.gif	Used to implement forms on the website.	Session
li_gc	Stores the user's cookie consent state for the current domain	179 days
test_cookie	Used to check if the user's browser supports cookies.	1 day
visitorId	Preserves users' states across page requests.	1 year
__q_domainTest	Qualified <a href="https://js.qualified.com/qualified.js?token=iihA1R7A4sfrCDuL">https://js.qualified.com/qualified.js?token=iihA1R7A4sfrCDuL</a>	Session
__q_state_iihA1R7A4sfrCDuL	Qualified -Contains a number of attributes identifying the website visitor and their interaction with the Qualified Chat Messenger. This identifier is stored in the website visitor's browser as well as the Qualified Service. <a href="https://js.qualified.com/qualified.js?token=iihA1R7A4sfrCDuL">https://js.qualified.com/qualified.js?token=iihA1R7A4sfrCDuL</a>	10 years

### Functional Cookies

Functionality cookies are used to enhance the performance of a website. Without them, certain functions of the website may not be available. However, they are not vital for a website to run, but they allow, for example, to remember important information and user's preferences. They may be set by us (first-party Cookies) or by third-party providers who work with us (third-party Cookies)

Cookie Name	Purpose	Validity (1 Day / 1 Year / Session / Persistent, etc.)
intercom.intercom-state	Stores a unique ID string for each chat-box session . This allows the website-support to see previous issues and reconnect with the previous supporter.	Persistent
intercom.intercom-state-#	Remembers whether the user has minimized or closed chat-box or pop-up messages on the website.	Persistent
intercom-id-#	Allows the website to recognise the visitor, in order to optimize the chat-box functionality.	270 days
intercom-session-#	Sets a specific ID for the user which ensures the integrity of the website's chat function .	6 days
lang	Remembers the user's selected language version of a website	Session
lang	Necessary for maintaining in g language-settings across subpages on the website.	Session
lidc	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	1 day
loglevel	Maintains settings and outputs when using the Developer Tools Console on the current session .	Persistent
wistia-video-progress-#	Contains a timestamp for the website's video-content. This allows the user to resume watching without having to start over, if the user leaves the video or website.	Persistent

### Analytics Cookies

Analytical Cookies help us and our analytics providers to conduct studies and statistics on what you see or how you interact with the Website. We use this information to improve the Website and your experience.

Cookie Name	Purpose	Validity (1 Day / 1 Year / Session / Persistent, etc.)
__hssc	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day
__hssrc	Used to recognise the visitor's browser upon reentry on the website.	Session
__hstc	Sets a uniqueID for the session . This allows the website to obtain data on visitor behavior for statistical purposes.	179 days
_fs_uid	This cookie contains an ID string on the current session . This contains on -person all information on what subpages the visitor enters – this information is used to optimize the visitor's experience.	Persistent
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_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
_gat	Used by Google Analytics to throttle request rate	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day
_hjIncludedInPageviewSample	Used to detect whether the user navigation and interactions are included in the website's data analytics.	1 day
_hjIncludedInSessionSample	Registers data on visitors' website-behavior. This is used for internal analysis and website optimization .	1 day
_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
_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
ab	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation /edition of the site.	1 year
AnalyticsSyncHistory	Used in connection with data-synchronization with third-party analysis service.	29 days
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	session
fs_uid	This cookie contains an ID string on the current session . This contains on -person all information on what subpages the visitor enters – this information is used to optimize the visitor's experience.	1 year
hubspotutk	Sets a unique ID for the session . This allows the website to obtain data on visitor behaviour for statistical purposes.	179 days
personalization_id	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile.	2 years
undefined	Collects data on visitor interaction with the e w website's video-content. This data is used to make the website's video-content more relevant towards the visitor.	Persistent
vid	Collects data on visitor interaction with the e w website's video-content. This data is used to make the website's video-content more relevant towards the visitor.	2 years
Wistia	Used by the website to track the visitor use of video-content - The cookie roots from Wistia, which provides video-software to websites.	Persistent
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
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
attribution_tracking/conversions/5115.gif	Attribution tracking is how attribution tools collect data on customer touchpoints <a href="https://tracking.g2crowd.com/attribution_tracking/conversions/5115.gif?e=">https://tracking.g2crowd.com/attribution_tracking/conversions/5115.gif?e=</a>	Session

### Marketing Cookies

Marketing Cookies are used to provide visitors with customized advertisement based on the pages visited previously and to analyze the effectiveness of the ad campaigns or accurately target advertisements to you. We may use marketing Cookies set by another organization.

Cookie Name	Purpose	Validity (1 Day / 1 Year / Session / Persistent, etc.)
__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
_cc_cc	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location , in order to enable media and marketing agencies to structure and understand their target groups to enable customized online advertising.	Session
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
_session_id	Stores visitors' navigation by registering landing pages - This allows the website to present relevant products and/or measure their advertisement efficiency on other websites.	3 years
_session_id	Stores visitors' navigation by registering landing pages - This allows the website to present relevant products and/or measure their advertisement efficiency on other websites.	13 days
_uetsid	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.	1 day
_uetsid	Used to track visitors on multiple websites, in order to present relevant advertisements based on the visitor's preferences.	Persistent
_uetsid_exp	Contains the expiry-date for the cookie with corresponding name.	Persistent
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 year
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisements based on the visitor 's preferences.	Persistent
_uetvid_exp	Contains the expiry-date for the cookie with corresponding name.	Persistent
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
bcookie	Used by the social networking service, LinkedIn , for tracking the use of embedded services.	1 year
demdex	Via a unique ID that is used for semantic content analysis, the user's navigation on the website is registered and linked to offline data from surveys and similar registrations to display targeted ads.	179 days
dpm	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement thumbs, which facilitates real-time bidding for advertisers.	179 days
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
i	Registers anonymised user data, such as IP address, geographical location , visited websites, and what adds the user has clicked, with the purpose of optimizing ad display based on the user's movement on websites that use the same as on network.	1 year
i/adscrt	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through Twitter advertisement content.	Session
i/adscrt	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through Twitter advertising content.	Session
IDE	Used by Google DoubleClick to register and report the website user's actions after view in g 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
muc_ads	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	2 years
MUID	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across many Microsoft domains .	1 year
pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the e u user navigates between sites. This is used for measurement of advertising efforts and facilitates payment of referral-fees between websites.	Session
pixel.gif	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign -platform used by website owners for promoting events or products.	Session
snowplowOutQueue_#_post2	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location , in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.	Persistent
snowplowOutQueue_#_post2.expires	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographic factors and geographical location , in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.	Persistent
ssi	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	1 year
u	Collects data on user visits to the website, such as what pages have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing.	1 year
UserMatchHistory	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.	29 days
w/1.0/sd	Registers data on visitors such as IP addresses, geographical location and advertising interaction . This information is used to optimize the advertisement on websites that make use of Open X.n et services.	Session