

COOKIE POLICY

This Cookie Policy was last updated on **23 May 2024**

This Cookie Policy applies to use of cookies at www.nordtreat.com provided by Nordtreat Group Oy (hereinafter referred to as "**Nordtreat**", "**we**" or "**us**"). You may access and change your cookie preferences at any time by clicking the following link and navigating through the webpage footer to the cookie settings <https://www.nordtreat.com/en/>.

1. WHAT ARE COOKIES?

A cookie is a very small text document, which often includes an anonymous unique identifier. Cookies are created when your browser loads a particular website. The website sends information to the browser which then creates a text file. Every time the user goes back to the same website, the browser retrieves and sends this file to the website's server.

To the extent personal data is processed via these cookies, processing of personal data is carried out in accordance with our [Privacy Policy](#).

2. WHAT COOKIES DO WE USE AND WHAT INFORMATION DO THEY COLLECT?

- **Necessary cookies:** These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms
- **Functional cookies:** we may use cookies that are not essential but enable various helpful features on our websites.

For example, these cookies collect information about your interaction with services provided on the website and may be used on our website to remember your preferences, your interests and the presentation of the website.

- **Analytics cookies:** These cookies help us to understand how visitors engage with the website. We may use a set of cookies to collect information and report site usage statistics. In addition to reporting site usage statistics, data collected may also be used, together with some of the advertising cookies described, to help show more relevant ads across the web and to measure interactions with the ads we show.

These cookies are used to collect technical information such as the last visited website, the number of pages visited, whether or not email communications are opened, which parts of our website or email communication are clicked on and the length of time between clicks.

- **Marketing cookies:** we use these cookies to collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are also used to limit the number of times you see an advert as well as help measure the effectiveness of an advertising campaign. We may share this information with other parties who help manage online advertising – please see the "Third Parties" section below for more details.

- **Social media cookies:** These cookies are used when you share information using a social media sharing button or when you engage with our content on or through a social site such as Facebook, LinkedIn, or X. These cookies collect information about your social media interaction with the website, such as whether or not you have an account with the social media site and whether you are logged into it when you interact with content on website. This information may be linked to targeting/advertising activities.

3. **WHAT THIRD PARTIES DO WE USE?**

Your use of our website may result in some cookies being stored that are not controlled by us. This may occur when the part of the website you are visiting makes use of a third-party analytics or marketing automation or includes content displayed from a third-party website, for example, Facebook. You should review the privacy and cookie policies of these third-party services to find out how these third parties use cookies and whether your cookie data will be transferred to a third country.

We use the following third parties:

Google Analytics 4	Analytics	2 months
Google ads	Marketing	6 months
HubSpot	Analytics	6 months
Meta	Analytics	6 months
LinkedIn	Analytics	6 months

We have the Google consent mode activated in Google ads which means that no data, not even anonymized, is forwarded.

We use Google Analytics as a web analytics tool on our website, which collects and stores data about visits, such as the time of the visit, pages visited, time spent on the page, IP address, and the type of operating system used on the device used for the visit, using cookies. Personal information is not associated with the collected visit information. More information about Google Analytics tracking can be found on Google's privacy page. Data collection by Google Analytics can be prevented by downloading the opt-out add-on to the browser.

As part of our website, we use the HubSpot marketing system, which collects and stores information using cookies, such as the time of the visit, pages visited, time spent on each page, and IP address. In addition, HubSpot can collect information from web forms filled out on the site (e.g. orders, downloads, and contact requests) and information about email and newsletter communication with Nordtreat. We also use the HubSpot system to send newsletters and direct marketing messages.

4. **HOW LONG DO WE RETAIN COOKIES AND INFORMATION THEY COLLECT?**

We use Hubspot session cookies, which are stored for 30 minutes during a session or until the you close the browser.

5. **HOW CAN YOU CHANGE YOUR COOKIE SETTINGS?**

You can change your cookie preferences at any time by clicking on "Cookie Settings" on the footer of our website. You can then 'activate' or 'inactivate' cookies used for different purposes, and then click 'Save Settings'. You may need to refresh your page for your settings to take effect.

Alternatively, most web browsers allow some control of most cookies through the browser settings.