

GILION

Tracking Technology Notice

1. Cookies and similar technologies

Ark Kapital AB (under name change to Gilion AB) (“**Gilion**”, “**we**”, “**our**” or “**us**”) uses cookies and similar tracking technologies (jointly called “**cookies**”) on our website to ensure the functionality of the website, improve your experience when visiting our website and to simplify and customize our services (such as login). Below is a detailed explanation of how we use cookies and which choices you can make regarding our cookies.

Also, please refer to Gilion’s [Privacy Notice](#) for further information about how we at Gilion process personal data, including when using cookies.

2. What are cookies?

Cookies are small text files containing information that is stored on your computer, mobile or tablet. Some are necessary for you to be able to make full use of the website’s functionality, while others are used to enhance your user experience and facilitate navigation on the website.

3. What types of cookies do Gilion use?

We use a cookie to administrate our cookie banner as well as other essential cookies which are necessary for the website to function properly (“**essential cookies**”).

With your consent, we also use third-party cookies for analytics purposes (“**non-essential cookies**”).

Cookies stay on your device for different periods depending on the purpose of the cookie. For example, a cookie that is necessary for the website to operate will only exist on your device whilst you use the website. A cookie that is used for analytics purposes will, on the other hand, be retained even after you’ve ended your visit.

Gilion only uses non-essential cookies when you have given your consent.

For more information on Gilion’s use of non-essential cookies, please see the table below.

PERFORMANCE AND FUNCTIONALITY COOKIES						
Name	Purpose	Provider	Service	Country	Type	Expires in

MR	This cookie is used by Microsoft to reset or refresh the MUID cookie	bat.bing.com	Microsoft View Service Privacy Policy	United States	server_cookie	7 days
_gaexp	Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in	gilion.com	Google Optimize View Service Privacy Policy	United States	http_cookie	1 month 30 days

ANALYTICS AND CUSTOMIZATION COOKIES

Name	Purpose	Provider	Service	Country	Type	Expires in
/	IP Tracking	tr.lfeeder.com	Leadfeeder/Dealfront	United States	pixel_tracker	session
_ga	Records a particular ID used to come up with data about website usage by the user	gilion.com	Google Analytics View Service Privacy Policy	United States	http_cookie	1 year 1 month 4 days
MUID	Sets a unique user id for tracking how the user uses the site. Persistent cookie that is saved for 3 years	bing.com	Bing Analytics View Service Privacy Policy	United States	http_cookie	1 year 24 days
_gat#	Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session	gilion.com	Google Analytics View Service Privacy Policy	United States	http_cookie	less than 1 minute
ga#	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions	gilion.com	Google Analytics View Service Privacy Policy	United States	http_cookie	1 year 1 month 4 days

_gid	Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session	gilion.com	Google Analytics View Service Privacy Policy	United States	http_cookie	23 hours 59 minutes
------	---	------------	---	---------------	-------------	---------------------

ADVERTISING COOKIES

Name	Purpose	Provider	Service	Country	Type	Expires in
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences	gilion.com	Google Tag Manager View Service Privacy Policy	United States	html_local_storage	persistent
_uetsid_exp	Contains the expiry-date for the cookie with corresponding name	gilion.com	Google Tag Manager View Service Privacy Policy	United States	html_local_storage	persistent
_gcl_aud	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	gilion.com	AdSense View Service Privacy Policy	United States	http_cookie	2 months 29 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	gilion.com	Google Tag Manager View Service Privacy Policy	United States	html_local_storage	persistent

	they are shown the same advertisement					
_uetvid_exp	Contains the expiry-date for the cookie with corresponding name	gilion.com	Google Tag Manager View Service Privacy Policy	United States	html_local_storage	persistent
td	Used to deliver targeted adverts to users based on browsing activity. It is a HTTP cookie	googletagmanager.com	UnrulyX View Service Privacy Policy	United States	pixel_tracker	session
test_cookie	A session cookie used to check if the user's browser supports cookies	doubleclick.net	DoubleClick View Service Privacy Policy	United States	server_cookie	15 minutes
bcookie	Used to optimize the range of advertising on LinkedIn	linkedin.com	LinkedIn Ad Analytics View Service Privacy Policy	United States	server_cookie	11 months 30 days
_fbp	Facebook tracking pixel used to identify visitors for personalized advertising	gilion.com	Facebook View Service Privacy Policy	United States	http_cookie	2 months 29 days
IDE	Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years	doubleclick.net	DoubleClick View Service Privacy Policy	United States	server_cookie	1 year 11 months 29 days
UserMatchHistory	These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform. This sub-domain is	linkedin.com	LinkedIn View Service Privacy Policy	United States	server_cookie	30 days

	connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting					
_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	gilion.com	Google Tag Manager View Service Privacy Policy	United States	http_cookie	23 hours 59 minutes
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preference	gilion.com	Google Tag Manager View Service Privacy Policy	United States	http_cookie	1 year 24 days
lfdc	These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile	linkedin.com	LinkedIn View Service Privacy Policy	United States	server_cookie	1 day

	data, to improve targeting					
SOCIAL NETWORKING COOKIES						
Name	Purpose	Provider	Service	Country	Type	Expires in
bscookie	Cookie used for Sign-in with LinkedIn and/or for LinkedIn follow feature on 3rd party websites	linkedin.com	LinkedIn Ad Analytics View Service Privacy Policy	United States	server_cookie	11 months 30 days
Priority	This cookie is used by Microsoft to reset or refresh the MUID cookie.	bat.bing.com	Bing	United States	server_cookie	session
_lfa	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.	gilion.com	Leadfeeder/Dealfront	United States	http_cookie	11 months 30 days
_lfa	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	gilion.com	Leadfeeder/Dealfront	United States	html_local_storage	persistent

	IP-addresses. ABM usually facilitates B2B marketing purposes.					
li_sugr	Used to make a probabilistic match of a user's identity outside the Designated Countries	linkedin.com	Linkedin	United States	server_cookie	2 months 29 days
ln_or	Used to determine if Oribi analytics can be carried out on a specific domain	gilion.com	Linkedin	United States	http_cookie	23 hours 59 minutes
_lfa_expiry	A local storage variable to store the duration for the Leadfeeder clientID stored in browser LocalStorage.	gilion.com	Leadfeeder/Dealfront	United States	html_local_storage	persistent
Analytics SyncHistory	Used to store information about the time a sync took place with the lms_analytics cookie	gilion.com	Linkedin	United States	server_cookie	30 days

4. How can you control Gilion's use of cookies?

When you enter our website, a cookie banner will appear with general information about our use of cookies on our website. You are given the choice to consent to use of all cookies, i.e. both essential and non-essential cookies, or to only consent to use of essential cookies. If you choose the latter, we will not use non-essential cookies.

There are several ways of managing the use of cookies on your device, such as:

- Block individual originators of cookies on our website by following the link in the table above to the relevant party's website, see column "Service" above.
- Change the settings for the usage and scope of cookies in your browser or device. If you wish to do so, please go to the settings in your browser or device to learn more about adjusting settings for cookies.
- Visit www.youronlinechoices.com/se/dina-val to further review your settings regarding interest-based advertising from different networks.

5. Changes to our Tracking Technology Notice

Gilion may update this notice by publishing changes on its website. If we require your consent, we will request it the next time you visit our website.

Date of last change: December 7, 2023

6. Contact us

If you have any questions or would like more information, please don't hesitate to contact us.

Ark Kapital AB (under name change to Gilion AB), reg. no. 559264-9726

Adress: Eriksbergsgatan 27, SE-114 30 Stockholm, Sweden

E-mail: privacy@gilion.com