

Cookie Privacy

1. What are cookies?

Cookies are small text files that are stored on your device when you visit a website. Cookies help the website function properly, improve security, and provide better user experiences by remembering preferences and understanding how the website is used.

2. Why we use cookies

We use cookies for the following purposes:

- **Necessary cookies** – Required for the website to function correctly and cannot be disabled.
 - **Analytics cookies** – Help us understand how visitors interact with our website so we can improve performance and usability.
 - **Marketing cookies** – Used to track visitors across websites to provide relevant advertising and measure campaign effectiveness.
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3. Types of cookies we use

3.1 Necessary cookies

These cookies are essential for the operation of the website and enable core functionality such as page navigation and security.

Legal basis: Legitimate interest

Storage duration: Session or limited time

3.2 Analytics cookies

Analytics cookies collect information about how visitors use our website, such as which pages are visited most often and if users encounter errors. The information is aggregated and anonymized where possible.

Examples:

- Google Analytics (GA4)

Legal basis: Consent

Storage duration: Up to 14 months

3.3 Marketing cookies

Marketing cookies are used to deliver advertisements that are relevant to you and your interests. They may also be used to limit the number of times you see an advertisement and help measure the effectiveness of marketing campaigns.

Examples:

- LinkedIn Insight Tag
- Meta (Facebook) Pixel
- Google Ads

Legal basis: Consent

Storage duration: Up to 24 months

4. Third-party cookies

We may allow trusted third-party services to place cookies on your device to provide analytics and marketing services. These third parties may collect information about your online activities over time and across different websites.

Each third party is responsible for its own cookie and privacy practices.

5. Managing your cookie preferences

When you first visit our website, you are asked to consent to the use of cookies. You can:

- Accept all cookies
- Reject non-essential cookies
- Customize your cookie preferences

You can change or withdraw your consent at any time by clicking **“Cookie settings”** in the website footer.

6. How to disable cookies in your browser

You can also control and delete cookies through your browser settings. Please note that disabling necessary cookies may affect the functionality of the website.

Browser instructions:

- Chrome: <https://support.google.com/chrome/answer/95647>
 - Edge: <https://support.microsoft.com/help/4027947>
 - Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies>
 - Safari: <https://support.apple.com/en-gb/HT201265>
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7. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in legal requirements or how we use cookies. The latest version will always be available on this page.

8. Contact information

If you have questions about our use of cookies or this Cookie Policy, please contact us at:

Karo-Solutions Ab

Email: ron@karo-solutions.com