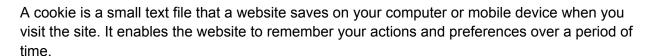# Cookie Policy

Effective Date: June 1, 2025

This Cookie Policy explains how Utilifeed AB uses cookies and similar technologies on our website. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

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1. What Are Cookies? 🍪

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences over a period of time.

Cookies can be:

- **First-party cookies:** Set directly by our website.
- **Third-party cookies:** Set by a domain other than the one you are visiting, such as our analytics or advertising partners.
- **Session cookies:** Temporary cookies that expire once you close your browser.
- **Persistent cookies:** Cookies that remain on your device for a set period or until you delete them.

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2. How We Use Cookies

We use cookies for several reasons. Some cookies are required for technical reasons in order for our website to operate, and we refer to these as "essential" or "strictly necessary." Other cookies enable us to track and target the interests of our users to enhance the experience on our site and for marketing purposes.

The specific types of cookies served through our website and the purposes they perform are described in the table below.

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3. Types of Cookies We Use

Here is a breakdown of the cookies you may encounter on our site:

a) Strictly Necessary Cookies

These cookies are essential for you to browse the website and use its features, such as accessing secure areas of the site. Our site is hosted on **Webflow**, which may use cookies to ensure core functionality and security. These cookies do not store any personally identifiable information.

Provider	Purpose
Webflow	Used for core site functionality, load balancing, and security features.

b) Analytics Cookies

These cookies collect information about how you use our website, like which pages you visited and which links you clicked on. This information is aggregated and anonymized and is used solely to help us improve our services.

Cookie Name(s) (Example)	Provider	Purpose
`ph_...._posthog`	**Posthog**	Helps us understand user behavior, analyze product usage, and improve the user experience by creating session recordings and analytics reports.

c) Marketing & Advertising Cookies

These cookies track your online activity to help our advertisers deliver more relevant advertising or to limit how many times you see an ad. These cookies can share that information with other organizations or advertisers.

Cookie Name(s) (Example)	Provider	Purpose
`bcookie`, `li_c`, `lidc`, `UserMatchHistory`	**LinkedIn**	These cookies are set by the LinkedIn Insight Tag. They allow us to measure the performance of our advertising campaigns, retarget website visitors, and unlock analytics about our visitors' professional demographics on the LinkedIn platform.

4. Your Choices: How to Manage Cookies

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences in the following ways:

- **Cookie Consent Banner:** When you first visit our site, you can set your preferences through our cookie consent banner. You can change these settings at any time by clicking on a "Manage Cookies" link, which is typically found in the footer of our website.
- **Browser Settings:** You can also set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website, though your access to some functionality may be restricted. As the means by which you can refuse cookies through your browser controls vary from browser to browser, you should visit your browser's help menu for more information.
  - [Google Chrome](#)
  - [Mozilla Firefox](#)
  - [Microsoft Edge](#)
  - [Safari](#)

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5. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

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6. Contact Us

If you have any questions about our use of cookies or other technologies, please email us at:

Utilifeed AB privacy@utilifeed.com