

Learnifier Privacy Policy

Last updated: 2026-09-30

At Learnifier (“We” or “Us”), we are dedicated to protecting the privacy of everyone who uses our services.

1. Introduction

We are Learnifier, a platform that helps our Customers to share learning in an easy, engaging, and efficient way.

This Privacy Policy explains how we collect, use, and protect your personal data when you use our services. It also outlines your rights regarding your data.

Learnifier Services may redirect you to other websites. We are not responsible for how those sites handle your data, so we recommend reviewing their privacy policies to understand their practices.

2. What information we collect

We collect personal information from users who sign up for our services, which includes:

- Required contact information: Name and email address
- Optional Information: Any custom data that our customer decides to collect, such as mobile phone number, role, etc
- Billing information: Company name, billing address, VAT number, credit card details (optional), and the number of employees using our services

When you use our services, we also automatically collect information such as your browser type, IP address, and actions taken in our services (like pages viewed). We do this using tools like cookies and web beacons.

3:rd party authentication features

Our customer may choose to use 3:rd party authentication features, such as Google Authentication. These features may automatically collect information such as your browser type, IP address, and actions taken in our services (like last page viewed).

3. How we use your information

3.1. Use by Learnifier

We use your information to provide and improve our services, communicate with you, and ensure your experience is secure.

3.2. Use by our customers

Our Customers use Learnifier to design, share and measure learning initiatives. We do not control how our customers handle the information they collect. They are responsible for managing and protecting that data according to their own privacy policies.

4. Why we use your data

We process your data to:

- Provide our services
- Understand how our services are used
- Ensure the security of our services
- Communicate with you (e.g., support or product updates)

5. Cookies and web tracking

We use cookies to improve your experience. Cookies help us recognize your browser and remember your preferences. We use two types of cookies:

- **Session cookies:** These are temporary and disappear when you close your browser.
- **Persistent cookies:** These remain on your device until you delete them.

You can manage your cookie preferences through your browser settings. The following sets out how Learnifier may use different categories of cookies and your options for managing cookies' settings:

Name of cookie	Description	Expiration time	Type of cookie
CCBSESSIONID	This cookie is essential for managing the user's session and help the user stay logged in during the session..	End of session	Necessary
JSESSIONID	This cookie serves the same purpose as CCBSESSIONID, helping manage user sessions and ensuring users remain logged in during their visit.	End of session	Necessary
SRV	This cookie is used to direct users to the appropriate server, facilitating load balancing and ensuring optimal performance of the Learnifier platform.	End of session	Necessary
nextgenui	This cookie is used to distinguish which version of the UI the user is currently using and what resources the server should load.	End of session	Necessary
cc_cookie	Stores your cookie choices.	6 months	Necessary
intercom-session-[app_id]	This cookie stores an identifier for each unique browser session to ensure that in-app messages are sent in a relevant manner.	1 week	Support and product messages *
intercom-device-id-[app_id]	This cookie stores an identifier for each unique device to send in-app messages.	9 months	Support and product messages *
mp_*_mixpanel	This cookie stores the user's session for analyzing product usage.	12 months	Support and product messages *
dp__v	This cookie stores the user's session for support purposes so that we can show relevant support information.	13 months	Support and product messages *
_ga	This Google Analytics cookie is used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited. The user's IP address is NOT tracked.	13 months	Analytics **
_ga_N44PJKESE3G	This is an additional Google Analytics cookie used for the same purpose as the _ga cookie, providing detailed analytics on site usage.	13 months	Analytics **

* These cookies are ONLY served to users with access to the admin and instructor portals.

** Our Customers can choose to opt-out of Google Analytics cookies for all their users of the Learnifier Services.

7. Data Retention

We keep your data for as long as necessary to provide our services, meet legal obligations, and protect our rights.

8. Your Rights

You have the right to:

- Access the personal data we hold about you
- Correct any inaccurate information
- Request deletion of your data
- Restrict the processing of your data
- Transfer your data to another provider
- File a complaint with the relevant data protection authority

9. Security

We use industry-standard measures to protect your data, but please note that no method of transmission over the internet is 100% secure. You are responsible for keeping your password confidential and signing out after using our services.

10. Contact us

If you have any questions or want to exercise your data rights, contact us at:

Email: privacy@learnifier.com

Phone: +46 8 525 00 902

Address: Learnifier, Sveavägen 34 111 34 Stockholm, Sweden

Change log

- September 30, 2026: The Policy has been updated with new non-necessary type classification for Intercom, Mixpanel and Deskpro and a new cookie has been added for the Cookie Consent Manager.
- November 21, 2024: The Policy has been updated with information on cookies served to users of the Learnifier admin interface.
- May 20, 2024: The Policy has been revised for clarity as AI-powered features were introduced.
- December 15, 2019: The Policy has been revised to be concise, clear, comprehensible, and easier to understand.
- May 3, 2018: Updates for GDPR compliance
- May 1, 2014: Added privacy policy