

# Cookie policy

This website uses cookies. ALIVE use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Cookies are small text files that can be used by websites to make a user's experience more efficient.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

Please state your consent ID and date when you contact us regarding your consent.

Your consent applies to the following domains: ALIVE.dk

Your current state: Use necessary cookies only.

Your consent ID: 750RJQj/JLj7J4s332yT7jbq6//Tz9Jvh21ZtK+nPzxPH5w+acitHw==Consent  
date: Monday, May 10, 2021, 10:44:50 AM GMT+2

[Change your consent](#)

Cookie declaration last updated on 11/05/2021 by [Cookiebot](#):

## Necessary (9)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiry	Type
__cf_bm	<a href="#">NewBanking</a>	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		make valid reports on the use of their website.		
__cfduid [x2]	static.cloudflareinsights.com <a href="#">NewBanking</a>	Used by the content network, Cloudflare, to identify trusted web traffic.	30 days	HTTP Cookie
CONSENT	YouTube	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	200 months	HTTP Cookie
CookieConsent	<a href="#">Cookiebot</a>	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
has_js	ALIVE.dk	Registers whether or not the user has activated JavaScript in the browser.	Session	HTTP Cookie
nb_locale	<a href="#">NewBanking</a>	Ensures that the NewBanking widget is shown in the language which has either been chosen by the visitor on a prior visit or is most likely to be the visitor's preference.	Persistent	HTML Local Storage
SESS#	ALIVE.dk	Preserves users states across page requests.	1 day	HTTP Cookie
SSESS#	ALIVE.dk	Pending	1 day	HTTP Cookie
<b>Preferences (2)</b>				

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Name	Provider	Purpose	Expiry	Type
lang [x2]	LinkedIn	Remembers the user's selected language version of a website	Session	HTTP Cookie

### Statistics (8)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiry	Type
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP Cookie
_gat	Google	Used by Google Analytics to throttle request rate	1 day	HTTP Cookie
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP Cookie
AnalyticsSyncHistory	LinkedIn	Used in connection with data-synchronization with third-party analysis service.	29 days	HTTP Cookie
History.store	Google	Contains an visitor ID - This is used to track visitors' navigation and interaction on the website for internal website-optimization.	Session	HTML Local Storage
p.gif	Adobe Inc	Keeps track of special fonts used on the website for internal analysis. The cookie does not register any visitor data.	Session	Pixel Tracker
sessionPageNumbers	Issuu	Sets a unique ID for the session. This allows the website to obtain data on	Session	HTML Local Storage

Name	Provider	Purpose	Expiry	Type
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visitor behaviour for statistical purposes.

sessionStartTime	Issuu	Determines when the visitor last visited the different subpages on the website, as well as sets a timestamp for when the session started.	Session	HTML Local Storage
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### Marketing (21)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiry	Type
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_fbp	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
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bcookie	LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years	HTTP Cookie
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bscookie	LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years	HTTP Cookie
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fr	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
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IDE	Google	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad	1 year	HTTP Cookie
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Name	Provider	Purpose	Expiry	Type
		and to present targeted ads to the user.		
iutk	Issuu	Recognises the user's device and what Issuu documents have been read.	179 days	HTTP Cookie
lidc	LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 day	HTTP Cookie
mc	Quantcast	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads.	13 months	HTTP Cookie
test_cookie	Google	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie
tr	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	Pixel Tracker
UserMatchHistory	LinkedIn	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	29 days	HTTP Cookie
VISITOR_INFO1_LIVE	YouTube	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP Cookie
YSC	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
yt.innertube::nextId	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent	HTML Local Storage
yt.innertube::requests	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent	HTML Local Storage
yt-remote-cast-installed	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-connected-devices	YouTube	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-device-id	YouTube	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-fast-check-period	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-app	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-name	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage

This website ALIVE.dk (the "Website") is provided and owned by ALIVE A/S, Havneholmen 33, DK-1561 Copenhagen, CVR no. 40 88 15 30.