## *Use of cookies by Visit Sweden*

The following table explains the way in which we use cookies on this website.

| Vendor | Tool | Purpose | Category | Information | Third party settings |
|---|---|---|---|---|---|
| Google | Google Analytics | Google Analytics is a web analytics tool used for analysis of behavior and use of Visit Swedens' websites. | Analysis & Function (Level 2) | Here you can read more about what cookies Google Analytics places. https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage | If you use Google chrome you can choose to turn off all Google Analytics cookies here: https://tools.google.com/dlpage/gaoptout |
| Google | Google Tag Manager | Google Tag Manager is a tag management system (TMS) that allows you to quickly and easily update measurement codes and related code fragments collectively known as tags on your website or mobile app. | Analysis & Function (Level 2) | Here you can read more about data privacy and security of Google Tag Manager: https://support.google.com/tagmanager/answer/9323295?hl=en&ref_topic=3441532 | Here you can read more about data privacy and security of Google Tag Manager: https://support.google.com/tagmanager/answer/9323295?hl=en&ref_topic=3441532 |
| Google | Google Marketing Platform | The Google Marketing Platform advertising products use cookies to improve advertising and reporting on campaign performance, by targeting ads based on what's relevant to a user and by avoiding showing ads the user has already seen | Marketing (Level 3) | For more information on marketing on Google visit: https://safety.google/privacy/ads-and-data/ | Google users can manage their ad settings here: https://adssettings.google.com/ |
| Google | Google ads | Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. | Marketing (Level 3) | For more information on Google privacy policy, visit https://policies.google.com/privacy. | |

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| Hotjar | Hotjar | Hotjar is a behavior analytics and user feedback service that helps you understand the behavior of your website users and get their feedback through tools such as heatmaps, session recordings, and surveys. | Analysis & Function (Level 2) | For more information on how Hotjar treats your personal data and uses cookies: https://help.hotjar.com/hc/enus/articles/115011789248-HotjarCookies and https://www.hotjar.com/legal/policies/privacy/ | For further details, please see the 'about Hotjar' section of Hotjar's support site. https://www.hotjar.com/privacy/ |
| LinkedIn | LinkedIn | This cookie is used for campaign activities and will enable us to show you targeted ads called sponsored content on LinkedIn | Marketing (Level 3) | Learn more about the LinkedIn platform here: https://www.linkedin.com/legal/user-agreement | Here you can read more about the privacy policy on LinkedIn: https://www.linkedin.com/legal/privacy-policy |
| Facebook | Facebook | This pixel is used to enable us to see if a user is visiting the web page via a campaign or post on Facebook | Pixel | For more information https://www.facebook.com/business/learn/lessons/overview-of-how-facebook-pixels-work | |
| AT&T | Xandr | Xandr provides an advertising technology that allows us to show you targeted ads online, and to avoid showing ads that has already been seen. | Marketing (Level 3) | For more information on marketing on Xandr visit: https://www.xandr.com/privacy/cookie-policy/ | Read more about the privacy policy of Xandr platform here: https://www.xandr.com/privacy/platform-privacy-policy/ |

**Contact details**

Please contact the controlling Visit Sweden-company directly, or us in accordance with the following

if you have any questions about the policy or our processing of cookies.

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