



## Cookie policy for [www.unleash.org](http://www.unleash.org)

UNLEASH makes an effort to offer a transparent website with the content that is the most relevant to you. In order to do so, we use technologies that can collect, process and sort information regarding how you and other visitors use [unleash.org](http://unleash.org) (the "Website"). By this policy we wish to create transparency and give you a complete overview of what the processing of your personal data entails, what you have to be aware of, as well as your options to oppose the processing.

### 1 PROCESSING OF PERSONAL DATA BY THE USE OF COOKIES

UNLEASH's use of cookies may include processing of your personal data, and we therefore recommend that you also read our privacy policy. The privacy describes our processing of personal data and your rights.

### 2 CONSENT

If you accept our use of cookies other than necessary cookies, you consent to the use of cookies as described below. You may at any time change or withdraw your consent in the cookie overview.

### 3 WHAT ARE COOKIES?

Cookies are small text files, which the Website places on your computer's hard drive, smartphone or other electronic device. However, the meaning of the word "cookies" in this policy and in the consent text also includes other kinds of automated data collection, e.g. Flash-cookies (Local Shared Objects), Web Storage (HTML5), JavaScript's or cookies placed by the used of other kinds of software. The word "cookies" also refers to information about IP- and MAC-addresses and other information about your device.

Cookies can be used by UNLEASH and third parties.

There are basically two types of cookies, "temporary" cookies and "permanent" cookies. The temporary cookies are linked to the current visit to the Website and are deleted automatically, when you close your web browser. In contrast, permanent cookies will be stored on your equipment. Permanent cookies delete themselves after a certain period but will be renewed every time you visit the Website.

See section 5 below for more information on what kind of cookies we are using and the purposes of our use of cookies.

### 4 HOW TO AVOID AND DELETE COOKIES?

If you do not want UNLEASH to place or read cookies on your equipment, you have the possibility of opting out of cookies in your browser, where you can choose which cookies that should be allowed, blocked or deleted. How to do so depends on what kind of browser you are using. Be aware that if you are using multiple browsers you will have to delete the cookies in all of them. As user, you also need to be aware that the Website might not function optimally if you delete or block cookies.

### 5 WHAT COOKIES DOES UNLEASH USE AND FOR WHAT PURPOSES?

Listed below are the cookies that the Website uses as well as the purpose(s) for using the cookies:

### Necessary (3)

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
_ga	unleash.org	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP Cookie
_gat	unleash.org	Used by Google Analytics to throttle request rate.	1 day	HTTP Cookie
_gid	unleash.org	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP Cookie

### Marketing (16)

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
__widgetsettings	twitter.com	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile.	Persistent	HTML Local Storage
_fbp	unleash.org	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
ads/ga-audiences	google.com	Used by Google AdWords to reengage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	Pixel Tracker
Fr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
GPS	youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	1 day	HTTP Cookie
IDE	doubleclick.net	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 and to present targeted ads to the user.	1 year	HTTP Cookie
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie

tr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	Pixel Tracker
VISITOR_INFO1_LIVE	youtube.com	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP Cookie
YSC	youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie
yt-remote-castinstalled	youtube.com	Stores the user's video player preferences using embedded YouTube video.	Session	HTML Local Storage
yt-remoteconnected-devices	youtube.com	Stores the user's video player preferences using embedded YouTube video.	Persistent	HTML Local Storage
yt-remote-device-id	youtube.com	Stores the user's video player preferences using embedded YouTube video.	Persistent	HTML Local Storage
yt-remote-fastcheck-period	youtube.com	Stores the user's video player preferences using embedded YouTube video.	Session	HTML Local Storage
yt-remote-sessionapp	youtube.com	Stores the user's video player preferences using embedded YouTube video.	Session	HTML Local Storage
yt-remote-sessionname	youtube.com	Stores the user's video player preferences using embedded YouTube video.	Session	HTML Local Storage