Cookie Policy

FÆTHM

Use of cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The cookies on Faethm's website are categorized into 4 separate groups. The table below explains the cookies we use and why.

CATEGORY	COOKIE IDENTIFIER	COOKIE PURPOSE
Necessary	__cf_bm	This cookie is used to distinguish between humans and bots. This is beneficial for the website, to make valid reports on the use of their website.
Necessary	cfruid	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and servin g DNS connection for website operators.
Necessary	__cfruid	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.
Necessary	_GRECAPTCHA	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
Necessary	auth0	This cookie is necessary for the login function on the website.
Necessary	auth0_compat	This cookie is necessary for the login function on the website.
Necessary	bscookie	This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their Linke dIn application for example.
Necessary	CONSENT	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.
Necessary	CookieConsent	Stores the user's cookie consent state for the current domain
Necessary	did	Unique id that identifies the user's session.
Necessary	did_compat	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.
Necessary	embed/v3/counters.gif	Used to implement forms on the website.
Necessary	JSESSIONID	Preserves users states across page requests.
Necessary	li_gc	Stores the user's cookie consent state for the current domain
Necessary	rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
Necessary	rc::b	This cookie is used to distinguish between humans and bots.
Necessary	rc::c	This cookie is used to distinguish between humans and bots.
Necessary	test_cookie	Used to check if the user's browser supports cookies.

CATEGORY	COOKIE IDENTIFIER	COOKIE PURPOSE
Preferences	lang	Necessary for maintaining language-settings across subpages on the website.
Preferences	lidc	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.
Preferences	loglevel	Maintains settings and outputs when using the Developer Tools Console on current session.

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Marketing	__hmpl	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign-platfor m used by website owners for promoting events or products.
Marketing	__ptq.gif	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
Marketing	ptq.gif	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
Marketing	__Secure-YEC	Stores the user's video player preferences using embedded YouTube video
Marketing	__tld__	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
Marketing	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
Marketing	_hjRecordingEnabled	This cookie is used to identify the visitor and optimize ad-relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center or ad-exchange.
Marketing	ajs_user_id	Collects data on visitors' preferences and behaviour on the website - This information is used make content and advertisement m ore relevant to the specific visitor.
Marketing	bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
Marketing	i/jot/embeds	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.
Marketing	IDE	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.
Marketing	NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
Marketing	pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates b etween sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.
Marketing	pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.
Marketing	pagead/landing	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
Marketing	pendo_tabId	Collects data on the user across websites - This data is used to make advertisement more relevant.
Marketing	PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.
Marketing	UserMatchHistory	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.
Marketing	VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
Marketing	YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
Marketing	yt.innertube::nextId	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.

Marketing	yt.innertube::requests	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
Marketing	ytidb::LAST_RESULT_ENTRY_KEY	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-cast-available	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-connected-devices	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-device-id	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-fast-check-period	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-session-app	Stores the user's video player preferences using embedded YouTube video
Marketing	yt-remote-session-name	Stores the user's video player preferences using embedded YouTube video

CATEGORY	COOKIE IDENTIFIER	COOKIE PURPOSE
Statistics	_dd_s	Registers the website's speed and performance. This function can be used in context with statistics and load-balancing.
Statistics	_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.
Statistics	_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.
Statistics	_hjIncludedInPageviewSample	Used to detect whether the user navigation and interactions are included in the website's data analytics.
Statistics	_hjIncludedInSessionSample	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
Statistics	_hjRecordingLastActivity	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
Statistics	_hjSession_#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what p ages have been read.
Statistics	_hjSessionUser_#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.
Statistics	_hjTLDTest	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
Statistics	_pendo_visitorId.#-#-#-#-#	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
Statistics	ajs_anonymous_id	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.
Statistics	AnalyticsSyncHistory	Used in connection with data-synchronization with third-party analysis service.
Statistics	data/ptm.gif/#-#-#-#-#	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
Statistics	dd_cookie_test_#	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
Statistics	events/1/#	Used to monitor website performance for statistical purposes.
Statistics	hjViewportId	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
Statistics	hs_ab_test	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change conte nt on the website. This allows the website to find the best variation/edition of the site.
Statistics	jserrors/1/#	Unclassified
Statistics	pendo_cd	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.

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How do I change my cookie settings?

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org

Find out how to manage cookies on popular browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit http://tools.google.com/dlpage/gaoptout.

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