Plugit Finland Oy
Tampere, Finland 13.10.2023

# Cookie policy

This cookie policy provides information on how Plugit Finland Oy (hereinafter **Plugit** or **we**) uses cookies and other similar technology on this website www.plugit.fi (hereinafter the **Website**). This cookie policy is dated 13.10.2023.

For more information on how we process personal data, the contact details and information on lodging a complaint can be found from our [privacy policy](privacy policy).
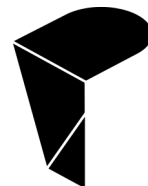
# What is a cookie?

When you visit the Website, you will be prompted to accept or refuse cookies. Depending on your choice, we may collect and store analytics data in a variety of ways, including through cookies and other similar technologies in accordance with your preferences set out on our cookie consent manager. If you want to remove existing cookies from your device, you can do this by using your browser options.

A cookie is a small text file that a website stores on your computer or mobile device when you visit the site. Cookies contain character strings that enable functions to be performed and contain information on how you have interacted with websites. Certain functions of the Website may not work properly without cookies.

First party cookies are cookies set by the website you are visiting. Only that website can read them. In addition, a website might potentially use external services, which also set their own cookies, known as third-party cookies. Further, persistent cookies are cookies saved on your computer or device and that are not deleted automatically when you quit your browser, unlike a session cookie which is deleted when you quit your browser.

| Necessary cookies | These cookies are essential for the Website to function properly. These cookies ensure basic functionalities and security of the Website. |
| --- | --- |
| Functional cookies | These cookies allow a site to remember the choices you make. |

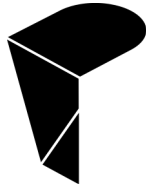| Performance cookies | These are generally third-party cookies from vendors we work with or who work on our behalf that collect information about your visit and use of the Website, for instance which pages you visit the most often, and if you get error messages from web pages. |
|---|---|
| Analytical cookies | These understand how you interact with the Website by allowing us to measure and improve performance of the Website. |
| Advertising and social media cookies (including web beacons and other tracking and storage technologies) | These are used to i) deliver advertisements more relevant to you and your interests; ii) limit the number of times you see an advertisement; iii) help measure the effectiveness of the advertising campaign; and iv) understand people's behavior after they view an advertisement. They are usually placed on behalf of advertising networks with the site operator's permission. They remember that you have visited a site and quite often they will be linked to site functionality provided by the other organization. This may impact the content and messages you see on other websites you visit. |

## For what purposes are cookies used?

We use cookies to customize our services and the information we provide to meet your needs. With the help of cookies, we are able to identify browsers visiting the Website and improve the usability of the Website. In addition, cookies can help you navigate between pages efficiently or remember your preferences.

We use for example Google Analytics on our Website to compile analytics data and reports of the use of the Website so that we can improve our services.

## Use of tracking technologies similar to cookies

We also use etag tracking, and may use web beacons (including conversion pixels) or other technologies for similar purposes as above and we may include these on our Website. Web beacons do not place information on your device, but they may work in conjunction with cookies to monitor

the Website activity. Conversion pixels are small codes located on a particular website which are triggered when someone visits a page resulting in an increase in the conversion count.

## How long do we store data collected through cookies?

As a general rule, we will only store personal data for as long as necessary for the purpose(s) for which the personal data was collected. The data will be deleted when it is no longer needed for the purpose for which it was collected, unless it is necessary to store the data for longer than is necessary for the purposes of the specific processing in order to comply with the requirements of applicable laws. You can find more information on the storage periods on our cookie consent manager as instructed below.

## Cookies used on our website

More information on the purposes, functions and duration of the cookies used on our Website can be found by accessing the cookie consent manager window on the bottom left corner of the Website, under the heading "Customize".