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Cookie policy

This cookie policy describes how Alligo AB (publ), company registration number 559072–1352 with its registered address at Vindkraftsvägen 2, 135 70 Stockholm, hereinafter referred to as "Alligo", "we", "us", uses cookies on www.alligo.com.

Like many websites, www.alligo.com uses cookies and similar technology to improve the functioning of our website for visitors. The General Data Protection Regulation (GDPR) allows us to store cookies on your device where this is absolutely necessary for the operation of Alligo's website. For all other kinds of cookies, we need your permission. It is up to you whether you want to accept cookies. You can choose to decline (in other words, not allow) cookies at any time. All you need to do is update your settings in your web browser – for more information see section *2. How visitors can manage and delete cookies*.

Alligo is the data controller for the use of cookies on the website and for the processing of your personal data obtained through cookies when you visit www.alligo.com.

1. What is a cookie?

Cookies are small text files that websites store on your computer, mobile device, or tablet, for varying lengths of time. They improve your browsing experience, provide statistics, analysis, and advanced functions, make login and customisation easier and are sometimes used for targeted advertising. If you do not log in (for example to comment on a post), cookies are never used to identify you personally on our website.

Other technologies exist that perform the same functions as cookies, such as pixel tags, web beacons, web storage and other similar files and technologies. In this cookie policy, we use the term "cookies" to mean cookies and all such similar technologies.

At www.alligo.com, we use cookies to compile statistics and information and to analyse how people use our website. This helps us to provide additional functions and make our website better and easier to use. There are two main types of cookies: session cookies and persistent cookies.

Details about the cookies used on this website, including their purpose, are provided in the tables in *Appendix 1*.

1.1 Session cookies

Session cookies exist only for as long as you have your web browser open. If you close your browser, the session cookies are deleted. This kind of cookie helps the website to function properly, for example in order to expand and collapse menus, display the Alligo font correctly on your screen or save your progress in a form.

1.2 Persistent cookies

Persistent cookies are also stored on your computer, and they remain there even after you have closed your web browser. How long they are stored depends on their initial setup; the storage period can range from minutes to years. Persistent cookies are used to store the settings from your current visit, which are then used for future visits (such as remembering your location or language settings, your interests or other settings that customise your experience). They also help with statistics, analyses, and advertising.

1.2.1 Third-party cookies

On our website, we also use persistent cookies from other companies we work with, which then provide statistics we can analyse in order to improve our website and provide more relevant content to visitors. Cookies from other companies are called third-party cookies. Alligo has no control over these third-party cookies or tracking technologies.

Persistent cookies may also be used for advertising. We do not allow third-party advertising on www.alligo.com but we do advertise our products and solutions on other websites. Some of the websites we advertise on may use persistent cookies. These websites use third-party cookies to store information about products and services that you have shown interest in when browsing the web. The information from these cookies enables third-party websites to show you the most relevant advertising. In some cases, these cookies may result in a third-party website displaying our advertisements. Once again, we have no control over these third-party cookies, and we encourage you to check the cookie policy of all the websites you visit. You can learn more about how to control cookies in the next section – *2. How visitors can manage and delete cookies*.

2. How visitors can manage and delete cookies

Consult your browser provider's help section for instructions on how to set your web browser to reject cookies (usually in a menu called "Help", "Tools" or "Edit"). For more detailed guidance, visit www.aboutcookies.org.

Please note that if you reject or disable cookies, this may reduce the website's functionality. You should also be aware that simply disabling a cookie or a category of cookie does not remove it from your browser. You must actively delete the cookie from your browser yourself.

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3. Changes to our use of cookies

We reserve the right to update and amend this cookie policy from time to time, including in accordance with current laws and regulations.

4. More information

You can find out more about who we are and how we process your personal data in our Privacy policy or by contacting us at gdpr@alligo.com.

General information about cookies and electronic communication can be found on the Swedish Post and Telecom Authority's website www.pts.se.

Appendix 1

Strictly necessary

Strictly necessary cookies help to make a website usable by enabling basic functions such as page navigation and anonymised core data. These cookies do not store any personally identifiable information.

Name	Supplier	Domain	Expire	Type and purpose
__cf_bm	cision.com	https://www.alligo.com	1 day	http This cookie is used to differentiate between humans and bots. It is useful for the website to be able to produce valid reports on the use of Alligo's website. Set by Cloudflare, used to support Cloudflare Bot Management.
rc::a	google.com	https://www.alligo.com	Persistent	HTML This cookie is used to differentiate between humans and bots. It is useful for the website to be able to produce valid reports on the use of Alligo's website.
rc::c	google.com	https://www.alligo.com	Session	HTML This cookie is used to differentiate between humans and bots.

Functionality

Functionality cookies enable a website to remember information that changes the behaviour or appearance of the website, such as your region or your preferred language.

Name	Supplier	Domain	Expire	Type and purpose
wp-wpml_current_language	alligo.com	https://www.alligo.com	Session	http Indicates the country code derived from the user's IP address. Used to determine which language should be used for the visitor.

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Statistics

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

Name	Supplier	Domain	Expire	Type and purpose
_ga	alligo.com	https://www.alligo.com	2 years	http Registers a unique ID that is used to generate statistical data about how the visitor uses the website. The cookie stores information anonymously and allocates a randomly generated number in order to recognise unique visitors.
_gat_gtag_UA_149624517_1	alligo.com	https://www.alligo.com	1 minute	http Used by Google Analytics to reduce the request rate. Set by Google to differentiate between users.
_gid	alligo.com	https://www.alligo.com	1 day	http Registers a unique ID that is used to generate statistical data about how the visitor uses the website. Some of the information collected includes the number of visitors, where they have come from and the pages they visit anonymously.

Marketing

Marketing cookies are used to track visitors across different websites. The aim is to provide advertising that is relevant and engaging for the individual user and is therefore more valuable for publishers and third-party advertisers.

Name	Supplier	Domain	Expire	Type and purpose
None	-	-	-	-