

GDPR Cookie Policy

Policy Owner: Söderberg & Partners Heartpace AB

Effective Date: 01.07.2023

1. Application

This policy applies to all employees, contractors, and vendors while doing business with Söderberg & Partners Heartpace AB (hereafter referred to as Heartpace) and others who have access to European Union (EU) and the European Economic Area (EEA) data subject information ("personal data") in connection with S&P Heartpace AB's operating activities.

2. Policy

Heartpace is committed to safeguard the integrity of our customers and users. In this policy we share openly and transparent how we collect and use cookie data.. This policy provides information about how and when S&P Heartpace AB uses cookies for these purposes. Capitalized terms used in this policy but not defined have the meaning set forth in our Privacy Policy, which also includes additional details about the collection and use of information at Heartpace.

What is a cookie?

Cookies are small text files sent by us to your computer or mobile device, which enable S&P Heartpace AB features and functionality. They are unique to your account or your browser. Session-based cookies last only while your browser is open and are automatically deleted when you close your browser. Persistent cookies last until you or your browser delete them or until they expire(Expiration date displayed in cookie manager).

Does S&P Heartpace AB use cookies?

Yes, Heartpace uses cookies and similar technologies like single-pixel gifs and web beacons. Heartpace uses both session-based and persistent cookies. S&P Heartpace AB sets and accesses cookies on the domains operated by Heartpace. In addition, Heartpace uses third party cookies, like Google Analytics V4/Hotjar/Intercom as specified in the table below..

How is Heartpace using cookies?

Some cookies are associated with your account and personal information to remember that you are logged in and which workspaces you are logged into. Other cookies are not tied to your account but are unique and allow us to carry out analytics and customization, among other similar things. Cookies can be used to recognize you when you visit Hesrtpace.com or use our Services, remember your preferences, and give you a personalized experience that is consistent with your settings. Cookies also make your interactions faster and more secure. Visit our cookie tables to learn more.

Categories of use

- **Authentication:** If you're signed into the Services, cookies help Heartpace show you the right information and personalize your experience.
- **Preferences, features, and services:** Cookies denote which language you prefer and what your communications preferences are. They can help fill out forms on our Sites more easily. They also provide you with features, insights, and customized content.
- **Marketing:** Heartpace may use cookies to help deliver marketing campaigns and track their performance (e.g., a user visited heartpace.com, booked a demo or sent a contact request). Similarly, Heartpace's partners may use cookies to provide us with information about your

interactions with their services, but use of those third-party cookies would be subject to the service provider's policies.

- **Performance, Analytics, and Research:** Cookies help Heartpace learn how well the Sites and Services perform. Heartpace also uses cookies to understand, improve, and research products, features, and services, including to create logs and record when you access our Sites and Services from different devices, such as your work computer or your mobile device.

What third-party cookies does Heartpace use?

Below you can find a list of the third-party cookies that Heartpace uses on our sites along with other relevant information in the cookie tables. Heartpace does its best to keep this table updated, but please note that the number and names of cookies, pixels, and other technologies may change from time to time.

How are cookies used for advertising purposes?

Cookies and other ad technology such as beacons, pixels, and tags help Heartpace market more effectively to users that may be interested in the Services. They also help with aggregated auditing, research, and reporting.

What can you do if you don't want cookies to be set or want them to be removed?

You have the option to disable and delete cookies that may not be necessary for the basic functionality of our website. Please note, blocking categories may impact your experience on our website. You may access the Cookie Manager called "CookieBot" at any time in the left corner of the footer of our website

Appendix A: Cookie Tables

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but that will cause some parts of the site to not work. These cookies do not store any personally identifiable information.

Cookie Subgroup	Cookies	Cookies used
heartpace.com	Language	First party
linkedin.com	li_gc, bscookie	Third party
Landbot.io	firebase-heartbeat-database#f irebase-heartbeat-store	Third party
google.com	test_cookie	Third party
Cookiebot	CookieConsent	Third party
Amazon.com	rc::a, rc::c, CONSENT	Third party

Preferences Cookies

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Cookie Subgroup	Cookies	Cookies used
intercom.com	intercom-device-id-#, intercom-id-#, intercom-session-#, intercom.intercom-state-#	Third party
landbot.io	firebaseLocalStorageDb#firebaseL ocalStorage	Third party
linkedin	lidc	Third party

Marketing Cookies

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user.

Cookie Subgroup	Cookies	Cookies used
facebook.com	_fbp	Third party
amazon.com	ads/ga-audiences, _lfa, _lfa_expiry, VISITOR_INFO1_LIVE, YSC	Third party
google.com	IDE, pagead/1p-user-list/10888739901/, _gcl_au	Third party
linkedin.com	bcookie, li_sugr, UserMatchHistory	Third party
youtube.com	LAST_RESULT_ENTRY_KEY, LogsDatabaseV2:V# LogsRequestsStore, nextId, remote_sid, requests, ServiceWorkerLogsDatabase#SWHealthLog, TESTCOOKIESENABLED, yt.innertube::nextId, ytidb::LAST_RESULT_ENTR	Third party

	Y_KEY, YtldbMeta#databases, yt-remote-cast-available, yt-remote-cast-installed, yt-remote-connected-devices, yt-remote-device-id, yt-remote-fast-check-period, yt-remote-session-app, yt-remote-session-name	
sc.lfeeder.com	_lfa, _lfa_test_cookie_stored	Third party

Statistics cookies

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

Cookie Subgroup	Cookies	Cookies used
amazon.com	collect, td	Third party
google.com	_ga, _ga_#, _gat, _gid	Third party
hotjar.com	_hjAbsoluteSessionInProgress, _hjFirstSeen, _hjIncludedInSessionSample_#, _hjSession_#, _hjSessionUser_#, _hjRecordingEnabled, _hjRecordingLastActivity, hjActiveViewportsIds, hjViewportId	Third party
linkedin.com	ln_or, AnalyticsSyncHistory	Third party

Unclassified

Cookie Subgroup	Cookies	Cookies used
amazon.com	heartpace_locale, (unnamed)	Third party
europa.eu	statexp135_session	Third party
Landbot.io	@landbot/core/storage/H-#-#	Third party

Third Party Website Cookies

When using our website, you may be directed to other websites for such activities as surveys, for job applications, and to view content hosted on those sites such as an embedded video or news article. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

How To Control and Delete Cookies

1. Using Your Browser

Many of the cookies used on our website and through emails can be enabled or disabled through our consent tool or by disabling the cookies through your browser. To disable cookies through your browser, follow the instructions usually located within the “Help,” “Tools” or “Edit” menus in your browser. Please note that disabling a cookie or category of cookies does not delete the cookie from your browser unless manually completed through your browser function.

2. Cookies Set in the Past

Collection of your data from our analytics cookies can be deleted. If cookies are deleted, the information collected prior to the preference change may still be used. However, we will stop using the disabled cookie to collect any further information from your user experience. For our marketing cookie, when a user opts out of tracking, a new cookie is placed to prevent users from being tracked.

Version History

Version	Date	Description	Author	Approved by
1.0	28.07.2023	Initial policy	Michael Chernega	Michael Chernega