Cookie policy

1.   Cookies and Pixel Tags

Below, it is described how Alligator Bioscience AB, ("us" or "we"), use certain technologies that gather information regarding visits on and use of our website www.alligatorbioscience.se and its related sites, (jointly the "Website").

2.   Cookies

2.1   The Website uses so-called cookies. Cookies are small text files that a website stores or gains access to on the visitors' computers or mobile device. Cookies and similar technologies enable the website to remember a visitor when the visitor accesses the website from the same device, and can be used for a number of functionalities on the website, such as saving previous searches and adapting the content of the website according to the visitor's previous use of it.

2.2   We use cookies to separate you from other visitors on the Website. This helps us provide you with a better experience on the Website and enables us to improve the Website.

2.3   There are two types of cookies: 1) a persistent cookie remains on the visitor's computer for a fixed time; and 2) a session cookie is stored temporarily in the computer's memory while the visitor is on the website. Session cookies disappear when you close your browser.

3.   Pixel Tags

3.1   We use "pixel tags", "web beacons", "JavaScript" or similar technologies that enable, among other things, the tracking of your activities when you use the Website or receive e-mail messages, (jointly referred to as "Pixel Tags"). Pixel Tags may be used in connection with our websites, our online advertising, or our e-mail messages, either by us or by our service providers, business partners or other third parties.

3.2   Pixel Tags are used to collect typically anonymous data to help identify certain information, e.g. to compile reports on tracking information regarding demographics, patterns and purchases on the Website, and other information to improve the user experience and our Services. We may share these reports with for example marketing partners. The tracking information in these reports cannot be traced back to individual users. We may co-ordinate the tracking information with other personal da-ta provided by users of the Website for the purpose of analysing the information. When such co-ordination is performed, all the co-ordinated information is processed as personal data and used and shared only in accordance with this Privacy Policy.

3.3   We may use Pixel Tags in our HTML-based emails to let us know which emails have been opened by the recipients.

3.4   Pixel Tags may also be used to identify why you visit the Website, e.g. if any online advertisement or e-mail has brought you to the website.

3.5   Furthermore, certain Pixel Tags may be used by other companies to track visits to their websites, to identify whether such internet traffic came from our website or to confirm your eligibility to receive services or benefits.

4.   Cookies and Pixel Tags on the Website

4.1   The Website uses the following cookies:

Name	Supplier	Purpose and other information	Retention	Type
_cfduid	datatables.net	Used by the content network to identify trusted web traffic.	1 year	Necessary
_ga	alligatorbioscience.com	Registers a unique ID used to generate statistical data on how the visitor uses the website.	2 years	Statistical
_gat	alligatorbioscience.com	Used by Google Analytics to throttle request rate.	1 day	Statistical
_gid	alligatorbioscience.com	Registers a unique ID used to generate statistical data on how the visitors uses the website.	1 day	Statistical
collect	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	Statistical
_atuvc	alligatorbioscience.com	Updates the counter of a website's social sharing features.	13 months	Marketing
_atuvs	alligatorbioscience.com	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis.	1 day	Marketing
_at.cww	alligatorbioscience.com	Used by the social sharing platform AddThis.	Persistent	Marketing

Name	Supplier	Purpose and other in-formation	Retention	Type
at-lojson-cache-#	alligatorbi-osci-ence.com	Used by the social shar-ing platform AddThis.	Persistent	Marketing
at-rand	alligatorbi-osci-ence.com	Used by the social shar-ing platform AddThis.	Persistent	Marketing
loc	add-this.com	Geolocation, which is used to help providers determine how users who share information with each other are geo-graphically located.	13 months	Marketing
uvc	add-this.com	Detects how often social sharing service, Add-This, encounters the same user	13 months	Marketing
xtc	add-this.com	Registers the user's shar-ing of content via social media.	13 months	Marketing

4.2   Please note that necessary cookies and Pixel Tags are processed when you use our services and visit our Website. The cookies and Pixel Tags that are optional are only processed if you have provided your consent to it. If you do not accept our use of cookies, you can set your browser not to ac-cept cookies. You can also set your browser to notify you whenever the Website tries to place a cookie on your computer. Through the browser, you can also delete previously stored cookies. Please refer to your browsers help section for more in-formation. Furthermore, you can at any time delete cookies manually from your hard drive.

4.3   Please note that if you choose not to accept cookies, some of the functionalities of certain websites may be limited.

4.4   Third party cookies or Pixel Tags may collect information about user activities on our Website over time and across different websites.

4.5   The Website uses Google Analytics, which uses cookies and other, similar tech-nologies (e.g. Pixel Tags) to collect information about anonymised website use and re-port trends, without identifying individual visitors. To learn more about Google Analytics, including how to opt out from it, visit https://tools.google.com/dlpage/gaoptout.

4.6   We also use third-party advertising companies to serve relevant advertisements regarding goods and services that may be of interest to you when you access and use the Website and other websites. Such advertisements are based on infor-

mation about how you use the Website and other websites. To do so, these companies can place or recognise a unique cookie on your browser (e.g by the use of Pixel Tags). If you want to learn more about this practice, please visit www.networkadvertising.org and www.aboutads.info.

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[This cookie policy enters into force on 2 May 2019]