

Cookie policy

How we use cookies on simsendiagnosics.com, and how you can control them.

Last updated 13 February 2025

1 Introduction

This cookie policy contains information about the cookies that we, Simsen Diagnostics AB, use on our website simsendiagnosics.com. A cookie is a small text file stored on your device that contains information to enhance your experience on our website.

2 Responsibility and contact information

If you have any questions regarding this cookie policy, you can reach us through the following contact details:

Postal address: Pepparedsleden 1, AZ BioVentureHub, 431 83 Mölndal, Sweden

Email: inbox@simsendiagnosics.com

Our DPO's email: dpo@simsendiagnosics.com

3 Types of cookies we use

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.

COOKIE NAME	PROVIDERS	DURATION	PURPOSE
__cf_bm	simsendiagnosics.com, hubspotusercontent-na1.com, hubspotusercontent-eu1.com, hs-banner.com, hs-analytics.net, hubspot.com, hsforms.com, hs-sites-eu1.com, hsappstatic.net, hubspotusercontent.com, hs-scripts.com, linkedin.com, hsforms.net, hubapi.com	30 min	Support bot management

COOKIE NAME	PROVIDERS	DURATION	PURPOSE
__cfuvid	simsendiagnosics.com, hubspot.com, hsforms.com	Session	Track users across sessions to optimise user experience by maintaining session consistency and providing personalised services
CookieConsent	simsendiagnosics.com	1 year	Store consent state for the current domain
_GRECAPTCHA	google.com	6 months	Set by the Google reCAPTCHA service to identify bots and protect the website against malicious spam attacks
rc::a, rc::b, rc::c, rc::f	gstatic.com	Session	Set by the Google reCAPTCHA service to identify bots and protect the website against malicious spam attacks

Analytics cookies

These cookies help us understand how visitors engage with the website. We may use a set of cookies to collect information and report site-usage statistics. In addition to reporting site-usage statistics, data collected may also be used, together with some of the advertising cookies described below, to help show more relevant ads across the web and to measure interactions with the ads we show.

COOKIE NAME	PROVIDERS	DURATION	PURPOSE
__ptq.gif	track-eu1.hubspot.com	Session	Record anonymous page-view data
s7	perf-eu1.hsforms.com	Session	Gather data regarding site usage and user behaviour on the website

Advertisement cookies

We use cookies to make our ads more engaging and valuable to site visitors. Some common applications of cookies are to select advertising based on what is relevant to a user, to improve reporting on ad-campaign performance, and to avoid showing ads the user has already seen.

COOKIE NAME	PROVIDERS	DURATION	PURPOSE
__hmpl	static.hsappstatic.net	Session	Collect information on user preferences and interaction with web-campaign content; used on the CRM campaign platform for promoting events or products
hublytics_events_53	static.hsappstatic.net	Session	Temporarily store tracking events created by HubSpot until they are dispatched over the network

Functionality cookies

We use a set of cookies that are optional for the website to function. They are usually only set in response to information provided to the website to personalise and optimise your experience, as well as to remember your chat history.

COOKIE NAME	PROVIDERS	DURATION	PURPOSE
bcookie	linkedin.com	1 year	Identify devices accessing LinkedIn to detect abuse on the platform and for diagnostic purposes
bscookie	linkedin.com	1 year	Remember that a logged-in user is verified by two-factor authentication and has previously logged in
JSESSIONID	linkedin.com	Session	Cross-Site Request Forgery (CSRF) protection and URL signature validation
li_gc	linkedin.com	6 months	Store consent of guests regarding the use of cookies for non-essential purposes
li_alerts	linkedin.com	1 year	Track impressions of LinkedIn alerts, such as the cookie banner, and implement cool-off periods for the display of alerts
lang	linkedin.com	Session	Remember a user's language setting so LinkedIn.com displays in the selected language
lidc	linkedin.com	24 hours	Facilitate data-centre selection

4 Managing cookies

You can choose to accept or reject cookies through your browser settings. Most browsers allow you to block or delete cookies. However, restricting cookies may affect the functionality of the website.

For more information on how to manage cookies, please refer to your browser's help section.

5 Updates to this cookie policy

We update this cookie policy regularly to reflect changes in our cookie-handling practices. The most up-to-date version of this policy can always be found on our website.

This cookie policy was last updated on 13 February 2025.