

# Cookies Notice | EDGE Empower

Last updated on 24 August 2022

The website at [edgeempower.com](https://edgeempower.com), (“the Website” or “Website”) use cookies, as defined below. These cookies help EDGE Strategy AG (“EDGE Strategy,” “we,” or “us”) to provide you with a good experience when you browse the Website, provide us with information so that we can improve the Website, allow the Website to remember the contact information that you have filled in previously, and provide you with tailored advertisements, among other things.

This notice provides you with additional information about the cookies that we may use and the potential uses of those cookies. This notice should be read alongside the Data Privacy Notice (the “Privacy Notice”).

For further information about our cookies policies, you may also contact us at [info@edge-strategy.com](mailto:info@edge-strategy.com).

## YOUR CONSENT TO THE PLACEMENT OF COOKIES

You have the option, other than for Strictly Necessary cookies (as defined below), to agree to EDGE Strategy and our service providers placing cookies on your device for the purposes described below and in the Privacy Notice.

If you do not wish to accept such cookies in connection with your use of the Website, please do not opt-in via our cookie consent management platform and/or do not use the Website.

## WHAT IS A COOKIE?

A cookie is a small text file that EDGE or our service providers store on your browser or the hard drive of your computer or other device. Cookies help the Website, or another website, to recognize your computer or other device the next time you visit. Web beacons, pixels, and other similar files can also do the same thing. We use the

term “cookies” in this Cookies Notice to refer to all files that collect information in this way.

## KEY CONCEPTS

**First and third-party cookies:** Whether a cookie is ‘first’ or ‘third’ party refers to the domain placing the cookie.

**First-party cookies:** First-party cookies are those set by a website that is being visited by the user at the time (e.g., cookies placed by edgeempower.com).

**Third-party cookies:** are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

**Persistent cookies:** These cookies remain on a user’s device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

**Session cookies:** These cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when the user closes the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

## WHEN DO OUR COOKIES EXPIRE?

All cookies used by our Website will expire after an appropriate period of time that will vary according to the type of cookie.

## HOW TO BLOCK AND MANAGE COOKIES

Please note that you can block or change your cookies settings, other than Strictly Necessary cookies, via our cookie consent management platform. You can also typically block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including Strictly Necessary cookies), portions of the Website may not operate properly.

CAN I WITHDRAW MY CONSENT?

If you wish to withdraw your consent to the placement of cookies at any time with effect for the future, you will need to visit our cookies consent management platform as described above or delete your cookies using your Internet browser settings.

WHAT CATEGORIES OF COOKIES DO WE USE AND WHY?

The cookies used on the Website fall into the following categories:

- Strictly Necessary
- Performance/Statistics
- Targeting/Marketing
- Social Media

STRICTLY NECESSARY COOKIES

‘Strictly necessary’ cookies are necessary for the Website to function properly and cannot be switched off in our systems. Unless you have adjusted your browser settings so that the browser will refuse cookies, our system may issue certain Strictly Necessary cookies as soon as you visit the Website. Moreover, other Strictly Necessary cookies may be set in response to actions made by you which amount to a request for services on the Website, such as setting your privacy preferences or filling in forms. You can set your browser to block or alert you to these cookies, but some parts of the Website will not work properly as a result.

<b>Cookie name</b>	<b>Domain</b>	<b>First/Third</b>	<b>Lifespan</b>
<i>HSID</i>	.google.pl	third	2 years
<i>SID</i>	.google.pl	third	2 years
<i>__hs_opt_out</i>	.edgeempower.com	first	6 months
<i>__hs_initial_opt_in</i>	.edgeempower.com	first	1 week
<i>__cf_bm</i>	.edgeempower.com	first	30 minutes

PERFORMANCE/STATISTICS COOKIES

‘Performance/Statistics’ cookies allow us to count visits and traffic sources so that we can measure and improve the performance of the Website. They help us to know which pages are the most and least popular and to see how visitors move around the Website. They may be set by third-party providers whose services we have added to our pages. If you do not allow these cookies, we will not know when you have visited the Website and will not be able to fully monitor its performance.

<b>Cookie Name</b>	<b>Domain</b>	<b>First / Third</b>	<b>Lifespan</b>
<i>SAPISID</i>	.google.pl	third	2 years
<i>APISID</i>	.google.pl	third	2 years
<i>__Secure-1PAPISID</i>	.google.pl	third	2 years
<i>__Secure-1PSID</i>	.google.pl	third	2 years
<i>AEC</i>	.google.pl	third	2 years
<i>NID</i>	.google.pl	third	2 years
<i>1P_JAR</i>	.google.pl	third	2 years
<i>CONSENT</i>	.google.pl	third	2 years
<i>__Secure-3PSID</i>	.google.pl	Third	2 years
<i>OTZ</i>	.google.pl	third	2 years
<i>_conv_v</i>	.google.pl	third	2 years
<i>SSID</i>	.google.pl	third	2 years
<i>_gali</i>	.edgeempower.com	first	29 days
<i>_ga</i>	.edgeempower.com	first	2 years
<i>_gid</i>	.edgeempower.com	first	1 day
<i>vuid</i>	.vimeo.com	third	2 years
<i>_dc_gtm_UA-229943371-1</i>	.edgeempower.com	first	1 minute
<i>__hstc</i>	.edgeempower.com	first	13 months
<i>__hssc</i>	.edgeempower.com	first	13 months

TARGETING / MARKETING COOKIES

‘Targeting / Marketing’ cookies may be set through our Website by our service providers. They may be used by those companies to build a profile of your interests

and show you relevant advertisements on other sites. They do not store directly any personal information but are based on uniquely identifying your browser and Internet device. If you do not allow these cookies, you will experience less targeted advertising.

<b>Cookie Name</b>	<b>Domain</b>	<b>First/Third</b>	<b>Lifespan</b>
<i>IDE</i>	.doubleclick.net	third	2 years
<i>_gcl_au</i>	.edgeempower.com	first	4 months
<i>hubspotutk</i>	.edgeempower.com	first	13 months

#### SOCIAL MEDIA COOKIES

“Social Media” cookies are set by social media services that we have added to the Website to enable you to share our content with your friends, colleagues, and networks. They can track your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites that you visit. If you do not allow these cookies, you may be unable to see or use these sharing tools.

<b>Cookie Name</b>	<b>Domain</b>	<b>First/Third</b>	<b>Lifespan</b>
<i>UserMatchHistory</i>	.linkedin.com	third	30 days
<i>AnalyticsSyncHistory</i>	.linkedin.com	third	30 days
<i>lang</i>	.ads.linkedin.com	third	End of Session
<i>bcookie</i>	.linkedin.com	third	2 years
<i>lidc</i>	.linkedin.com	third	1 day
<i>hubspotutk</i>	.edgeempower.com	first	13 months
<i>personalization_id</i>	.twitter.com	third	2 years