

# ABM Cookie – Summary (DK):

**Navn:** Account Based Marketing

**Udbyder:** LeadEnhancer

**Formål:** Indsamle data vedrørende bruger- og organisationsbesøg

**Data-fortrolighed:** <https://www.leadenhancer.com/privacy-cookies?lang=da>

**Cookie navn:** ‘\_le\_v\_aid’ (1 år driftstid)

**Cookie navn:** ‘\_le\_id’ (2 år driftstid)

**Cookie navn:** ‘\_le\_ref’ (6 måneder driftstid)

**Cookie navn:** ‘\_le\_ses’ (6 måneder driftstid)

# ABM Cookies – Explanation (ENG)

## **Name of the Cookie**

\_le\_v\_aid

## **Provider**

Cookie is stored under the domain where the tracking script resides. E.g. if a Leadenhancer customer xyz has installed the Leadenhancer tracking script on their website (www.xyz.com) the domain under which the cookie is stored will be

[www.xyz.com](http://www.xyz.com)

## **Description/purpose**

The purpose of this cookie is to identify if a Visitor is coming back within a year.

## **What kind of data is stored in the cookie**

A unique hashed string of the browser the Visitor is using.

## **Person identifiable**

A person is not identifiable and IP address collected are from Organisations and used only for lookup in our database of Company IPs

## **Are data stored in EU?**

The cookie is stored in the browser and data collected is stored in EU.

## **Is data shared with third parties?**

No

## **Expiration**

1 year

**Name of the Cookie**

\_le\_id

**Provider**

Cookie is stored under the domain where the tracking script resides. E.g. if a Leadenhancer customer xyz has installed the Leadenhancer tracking script on their website (www.xyz.com) the domain under which the cookie is stored will be

[www.xyz.com](http://www.xyz.com)

**Description/purpose**

The purpose of this cookie is to identify if a Visitor is unique

**What kind of data is stored in the cookie**

A unique hashed string of the browser the Visitor is using.

**Person identifiable**

A person is not identifiable and IP address collected are from Organisations and used only for lookup in our database of Company IPs

**Are data stored in EU?**

The cookie is stored in the browser and data collected is stored in EU.

**Is data shared with third parties?**

No

**Expiration**

2 years

**Name of the Cookie**

\_le\_ref

**Provider**

Cookie is stored under the domain where the tracking script resides. E.g. if a Leadenhancer customer xyz has installed the Leadenhancer tracking script on their website (www.xyz.com) the domain under which the cookie is stored will be [www.xyz.com](http://www.xyz.com)

**Description/purpose**

The page from which a Visitor have come to the web site. A Visit is decorated with this information and can be used to identify which websites generates the most traffic.

**What kind of data is stored in the cookie**

A url (encoded) of the page from which the Visitor came, e.g. <https://www.google.com>

**Person identifiable**

A person is not identifiable and IP address collected are from Organisations and used only for lookup in our database of Company IPs

**Are data stored in EU?**

The cookie is stored in the browser and data collected is stored in EU.

**Is data shared with third parties?**

No

**Expiration**

6 months

**Name of the Cookie**

\_le\_ses

**Provider**

Cookie is stored under the domain where the tracking script resides. E.g. if a Leadenhancer customer xyz has installed the Leadenhancer tracking script on their website (www.xyz.com) the domain under which the cookie is stored will be [www.xyz.com](http://www.xyz.com)

**Description/purpose**

Cookie are responsible for keeping the session active for 30 minutes after last tracked action, when they expire the visit is considered as ended.

**What kind of data is stored in the cookie**

No data stored only uses to keep track if the session is expired or not.

**Person identifiable**

A person is not identifiable and IP address collected are from Organisations and used only for lookup in our database of Company IPs

**Are data stored in EU?**

The cookie is stored in the browser and data collected is stored in EU.

**Is data shared with third parties?**

No

**Expiration**

6 months