

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

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

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

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

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