

Apptus cookies on client's website

Apptus Technologies AB (Apptus) provides a search and merchandising technology which allows e-commerce companies to better present (more relevant showing of) their products to their on-line visitors.

Our solution makes use of all actions performed on our client's websites (which do not involve sensitive data) to better understand what may be of interest to the on-line visitor. Based on this information we suggest what content/products may be shown to the on-line visitor. We do not have access to any personal information that directly identifies any individual.

Below you will find information on Apptus cookies which are set by our clients on their website(s). You may also learn more about cookies by visiting www.allaboutcookies.org.

Cookie name	Purpose	Example	Type & Duration
apptus.customerKey	<p>This cookie contains a unique randomly generated value that enables the website to identify the user between sessions. This value does not directly identify the user and a key (which Apptus don't have access to) is needed to connect these.</p> <p>A sessions is defiend as a group of interactions one user takes on the website where:</p> <ul style="list-style-type: none"> • User is not closing the web browser in-between interactions. • Max 2 hours in-between interactions • A max length of 12 hours 	<p>We use this cookie to know when a user returns to the site. With that information it is possible to give the user a personalized experience based on previous behavior.</p> <p>When you opt out this cookie you will not have a personalized experience based on your behavior.</p>	<p>Persistent, 1 year</p> <p>The cookie is set at the first interaction with the website.</p>

	<p>This information is used by Apptus Technologies AB software to enable personalization of the onsite experience.</p>		
<p>apptus.sessionKey</p>	<p>This cookie contains a unique randomly generated value that enables the website to identify a session between page requests. This value does not directly identify the user and a key (which Apptus don't have access to) is needed to connect these.</p> <p>A sessions is defiend as a group of interactions one user takes on the website where:</p> <ul style="list-style-type: none"> • User is not closing the web browser in-between interactions. • Max 2 hours in-between interactions • A max length of 12 hours <p>This information is used by Apptus Technologies AB software to enable personalization and to improve search,</p>	<p>We use this cookie to understand relationships between behavior and products on the site.</p> <p>This is used to deliver the most relevant content and products based on the situation to the site.</p> <p>When you opt out this cookie you will disable the possibility to a personalized experience on the site.</p>	<p>Session</p> <p>The cookie is set at the first interaction with the website.</p>

	navigation and recommendation experience.		
apptus.token	<p>This cookie contains a, with a site-specific private key, signed customer key that is used to validate the format of the customer key and to prevent to access data related to the customer key if the customer key is disclosed. This value does not directly identify the user and a key (which Apptus don't have access to) is needed to connect these.</p> <p>This information is used by Apptus Technologies AB software to enable personalization of the onsite experience.</p>	<p>We use this cookie to know when a user returns to the site. With that information it is possible to give the user a personalized experience based on previous behavior.</p> <p>When you opt out this cookie you will disable extra validation related to the user identification and still have a personalized experience based on your previous behavior.</p>	<p>Persistent, 1 year</p> <p>The cookie is set at the first interaction with the website.</p>
apptus.queue	<p>This cookie is used to temporarily store information about product click and product add to cart information. The cookie only store information that has not been sent to the server before and once the information is sent to the server it is cleared.</p>	<p>We use this cookie to receive all activity on the site which is the underlying information to understand relationships between behavior and products on the site.</p> <p>This is used to deliver the most relevant content and products based on</p>	<p>Session</p> <p>The cookie is set at the first interaction with the website.</p>

	<p>This information is used by Apptus Technologies AB software to enable personalization and to improve search, navigation and recommendation experience.</p>	<p>the situation to the site.</p> <p>When you opt out this cookie you will disable the possibility to a personalized experience on the site.</p>	
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