

Cookie Policy

Information on cookies

A cookie is a small text file that is stored on your computer when you visit our website. The text file contains information that is sent between your browser and a web server and includes information such as how the website is used. It processes your IP address, which is personal data. Some cookies are necessary to provide a certain service on the website.

Svalner Atlas Sweden KB (“**Svalner Atlas**”) is the data controller for the processing of personal data. You can read more about how Svalner Atlas processes personal data in our [privacy policies](#).

You can always change your cookie preferences on svalneratlas.com by clicking the cookie icon in the bottom left corner on our website. You can also use your browser settings to choose whether and how cookies are stored on your computer. More information about cookies can be found at [The Swedish Post and Telecom Authority’s website](#).

Cookies on our website

Below is a list of the cookies we use on svalneratlas.com, what function the cookie has, how long it is stored, and whether the information stored by the cookie can be disclosed to third parties.

Necessary cookies				
Name	Provider	Function	Storage	Data is sent to
__cf_bm	hubapi.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	Unknown (not adequate)
__cf_bm	hubspot.com	Unclassified.	1 day	Unknown (not adequate)
__cf_bm	laravel.cloud	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make	1 day	Unknown (not adequate)

		valid reports on the use of their website.		
__cf_bm	vimeo.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	Unknown (not adequate)
__cf_bm	wizrd.it	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	Unknown (not adequate)
_cfuid	challenges.cloudflare.com	Unclassified.	Session	Unknown (not adequate)
_cfuid	hsforms.com	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.	Session	Unknown (not adequate)
_cfuid	hubspot.com	Unclassified.	Session	Unknown (not adequate)
_cfuid	laravel.cloud	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS	Session	United States (adequate) Adequate country under GDPR (EU)

		connection for website operators.		
_cfuid	vimeo.com	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.	Session	Unknown (not adequate)
_cfuid	wizrd.it	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.	Session	Unknown (not adequate)
bcookie	linkedin.com	Unclassified.	1 year	United States (adequate) Adequate country under GDPR (EU)
cf.turnstile.u	challenges.cloudflare.com	This cookie is used to distinguish between humans and bots.	Persistent	Unknown (not adequate)
CookieConsent	svalneratlas.com	Stores the user's cookie consent state for the current domain	1 year	Ireland (adequate) Adequate country under GDPR (EU)
cookietest	svalneratlas.com	This cookie is used to determine if the visitor has accepted the cookie consent box.	Session	Unknown (not adequate)
li_gc	linkedin.com	Unclassified.	180 days	United States (adequate)

				Adequate country under GDPR (EU)
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	1 day	United States (adequate) Adequate country under GDPR (EU)

Preference cookies				
Name	Provider	Function	Storage	Data is sent to
lidc	linkedin.com	Unclassified	1 day	United States (adequate) Adequate country under GDPR (EU)
pll_language	svalneratlas.com	This cookie is used to determine the preferred language of the visitor and sets the language accordingly on the website, if possible.	1 year	Sweden (adequate) Adequate country under GDPR (EU)

Statistics cookies				
Name	Provider	Function	Storage	Data is sent to
__hssc	svalneratlas.com	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day	Unknown (not adequate)
__hsrc	svalneratlas.com	Used to recognise the visitor's browser upon reentry on the website.	Session	Unknown (not adequate)
__hstc	svalneratlas.com	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	180 days	Unknown (not adequate)
_ga	svalneratlas.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across	2 years	United States (adequate) Adequate country under GDPR (EU)

		devices and marketing channels.		
ga#	svalneratlas.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years	United States (adequate) Adequate country under GDPR (EU)
hubspotutk	svalneratlas.com	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	180 days	Unknown (not adequate)

Marketing cookies				
Name	Provider	Function	Storage	Data is sent to
__ptq.gif	hubspot.com	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Unknown (not adequate)
_fbp	svalneratlas.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	Ireland (adequate) Adequate country under GDPR (EU)
_gcl_au	svalneratlas.com	Used to measure the efficiency of the website's advertisement efforts, by collecting data on the conversion rate	3 months	United States (adequate) Adequate country under GDPR (EU)

		of the website's ads across multiple websites.		
_gcl_ls	googletagmanager.com	Tracks the conversion rate between the user and the advertisement banners on the website - This serves to optimise the relevance of the advertisements on the website.	Persistent	United States (adequate) Adequate country under GDPR (EU)
IDE	doubleclick.net	Unclassified.	400 days	United States (adequate) Adequate country under GDPR (EU)
lastExternalReferrer	connect.facebook.net	Detects how the user reached the website by registering their last URL-address.	Persistent	Ireland (adequate) Adequate country under GDPR (EU)
lastExternalReferrerTime	connect.facebook.net	Detects how the user reached the website by registering their last URL-address.	Persistent	Ireland (adequate) Adequate country under GDPR (EU)
log/error	connect.facebook.net	Used to detect and log potential tracking errors.	Session	Ireland (adequate) Adequate country under GDPR (EU)
pagead/1p-user-list/#	google.com	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and	Session	United States (adequate) Adequate country under GDPR (EU)

		facilitates payment of referral-fees between websites.		
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Unclassified cookies				
Name	Provider	Function	Storage	Data is sent to
hs-cta-interactions#cta	svalneratlas.com	Unclassified	Persistent	Sweden (adequate) Adequate country under GDPR (EU)

We use cookies from Google Analytics (Google) and Facebook (Meta). Google and Meta are the data controllers for any personal data processing and may transfer the information to third parties. For further information, please refer to Google's and Meta's privacy policies.

Svalner Atlas may make changes to this policy.

This policy was updated on 19 February 2026.