Information on cookies

This cookie policy describes how cookies and similar technologies are used on the website **svalneratlas.com.**

A cookie is a small text file that is stored on your device when you visit our website. Cookies contain information that is sent between your browser and a web server and are used, for example, to make the website function properly, improve user experience, and analyse how the website is used. Some cookies process personal data, such as your IP address.

Data controller

Svalner Atlas Finland Oy ("Svalner Atlas") is the data controller for the processing of personal data carried out through cookies on this website, unless otherwise stated. You can read more about how Svalner Atlas processes personal data in our privacy policy.

Managing your cookie preferences

You can change or withdraw your cookie consent at any time by clicking the cookie icon in the bottom left corner of our website. You can also manage cookies through your browser settings.

More information about cookies in Finland can be found on the website of the Finnish Transport and Communications Agency (Traficom).

Cookies on our website

Below you will find information about the cookies used on **svalneratlas.com**, including their purpose, storage duration, and whether data is transferred to third parties.

Necessary cookies

Necessary cookies are required for the website to function properly and cannot be disabled in our systems.

Necessary cookies				
Name	Provider	Function	Storage	Data is sent to
__cf_bm	hubapi.com	Distinguishes humans from bots to protect the website and ensure valid usage statistics.	1 day	Unknown (not adequate)
__cf_bm	hubspot.com	Distinguishes humans from bots.	1 day	Unknown (not adequate)

__cf_bm	laravel.cloud	Distinguishes humans from bots.	1 day	Unknown (not adequate)
__cf_bm	wizrd.it	Distinguishes humans from bots.	1 day	Unknown (not adequate)
__cf_bm	vimeo.com	Distinguishes humans from bots when displaying embedded videos.	1 day	Unknown (not adequate)
_cfuvid	challenges.cloudflare.com	Part of Cloudflare services, including load balancing and secure content delivery.	Session	Unknown (not adequate)
_cfuvid	hubspot.com	Part of Cloudflare services used in connection with HubSpot forms and content.	Session	Unknown (not adequate)
_cfuvid	laravel.cloud	Part of Cloudflare services.	Session	United States (adequate)
_cfuvid	wizrd.it	Part of Cloudflare services.	Session	Unknown (not adequate)
_cfuvid	vimeo.com	Required to display embedded video content.	Session	Unknown (not adequate)
cf.turnstile.u	challenges.cloudflare.com	Used to distinguish humans from bots (security).	Persistent	Unknown (not adequate)
CookieConsent	svalneratlas.com	Stores the user's cookie consent state.	1 year	Ireland (adequate)
cookietest	svalneratlas.com	Determines whether the user has accepted the cookie consent banner.	Session	Unknown (not adequate)

test_cookie	doubleclick.net	Checks whether the browser supports cookies.	1 day	United States (adequate)

Preferences cookies

Preferences cookies allow the website to remember information that changes how the website behaves or looks.

Preferences cookies				
Name	**Provider**	**Function**	**Storage**	**Data is sent to**
pll_language	svalneratlas.com	Stores the user's preferred language.	1 year	Sweden (adequate)
lidc	linkedin.com	Facilitates load balancing and regional data centre selection.	1 day	United States (adequate)

Statistics cookies

Statistics cookies help us understand how visitors interact with the website by collecting information anonymously.

Statistics cookies				
Name	**Provider**	**Function**	**Storage**	**Data is sent to**
__hssc	svalneratlas.com	Indicates whether cookie data needs to be updated.	1 day	Unknown (not adequate)
__hssrc	svalneratlas.com	Recognises the visitor's browser upon return.	Session	Unknown (not adequate)
__hstc	svalneratlas.com	Sets a unique ID for visitor analytics.	180 days	Unknown (not adequate)
hubspotutk	svalneratlas.com	Stores a unique visitor ID for analytics purposes.	180 days	Unknown (not adequate)

_ga	svalneratlas.com	Google Analytics – tracks visitor behaviour.	2 years	United States (adequate)
_ga_#	svalneratlas.com	Google Analytics – session and interaction tracking.	2 years	United States (adequate)

Marketing cookies

Marketing cookies are used to track visitors across websites and display relevant advertisements.

Marketing cookies				
Name	**Provider**	**Function**	**Storage**	**Data is sent to**
__ptq.gif	hubspot.com	Sends data to HubSpot marketing platform and tracks marketing interactions.	Session	Unknown (not adequate)
_fbp	svalneratlas.com	Used by Meta (Facebook) to deliver advertising products.	3 months	Ireland (adequate)
_gcl_au	svalneratlas.com	Measures advertising effectiveness.	3 months	United States (adequate)
_gcl_ls	googletagmanager.com	Tracks conversions related to advertising.	Persistent	United States (adequate)
IDE	doubleclick.net	Used for advertising and ad measurement purposes.	400 days	United States (adequate)
pagead/1p-user-list/#	google.com	Measures advertising effectiveness and remarketing.	Session	United States (adequate)
lastExternalReferrer	connect.facebook.net	Records how the user reached the website.	Persistent	Ireland (adequate)

lastExternalRefer rerTime	connect.faceboo k.net	Records when the user reached the website.	Persistent	Ireland (adequate)
log/error	connect.faceboo k.net	Detects and logs potential tracking errors.	Session	Ireland (adequate)

Unclassified cookies

Unclassified cookies are cookies that we are in the process of classifying together with the respective providers.

Unclassified cookies				
Name	**Provider**	**Function**	**Storage**	**Data is sent to**
hs-cta-interactions#cta	svalneratlas.com	Interaction tracking related to HubSpot calls-to-action.	Persistent	Sweden (adequate)

Third-party services

We use cookies from Google Analytics (Google) and Facebook (Meta), LinkedIn and Hubspot. These third parties may act as independent data controllers and may transfer personal data to third countries in accordance with their own privacy policies.

For more information, please refer to the privacy policies of the respective providers.

Changes to this cookie policy

Svalner Atlas may update this Cookie Policy from time to time. Any changes will be published on this page.

This cookie policy was last updated on 20 January 2026.