

COOKIE POLICY

1. INTRODUCTION

A-Train AB (“A-Train”, “we” or “us”) conducts business under the brand name “Arlanda Express”. Our website www.arlandaexpress.se uses cookies and similar technologies such as pixels (“cookies”) in order for the website to work as intended, to optimise the website’s functions and to give you an improved user experience. Cookies are also used to deliver customised content on future visits, e.g. to collect statistics and send you customised marketing on our own and third-party websites as well as on social media.

2. WHAT ARE COOKIES?

Cookies are small text files stored in the browser on your device (computer or mobile device) that can be used to track what you do on the page.


Persistent cookies and session cookies

There are two types of cookie: persistent cookies and session cookies. This website uses both types of cookie. Persistent cookies are stored as a file for a certain period of time until they are erased by you or the server that sent them. Session cookies are stored temporarily while you are browsing a website and disappear when the browser closes.

First-party cookies and third-party cookies

Cookies can either be first-party cookies or third-party cookies. First-party cookies are placed by the website you are visiting while third-party cookies are placed by another party or website than the one you are visiting. For example, third-party cookies are often used by advertising networks to identify a particular type of user and to use information about how a user consumes the content on various websites in order to display (customised) advertising on the websites in the network.

3. CONSENT TO USING COOKIES

All visitors to a website that uses cookies must have access to information about the website using cookies and in what manner. The visitor must also consent to the use of the cookies.  By using our website, you consent to our use of cookies.

4. CHANGING COOKIE SETTINGS

You can choose to block the use of cookies and/or remove stored cookies using the settings in your browser. The specific procedure for doing this varies between different browsers and you can read more about how to proceed in the browser’s instructions or in the help function which accompanies most browsers. Further information about how to manage and remove cookies can also be found on the following websites: www.aboutcookies.org or www.allaboutcookies.org.

Some service providers also provide their own tools that allow you to opt out of continued marketing.

Please note that blocking cookies may mean that you are unable to access all pages and features on our website. It may also lessen your user experience.

5. DETAILED INFORMATION ABOUT THE COOKIES WE USE


Necessary cookies				
<p>Necessary cookies enable the use of our website and ensure that the website’s basic features work as they should, from both a technical and visual perspective. These cookies also help us keep our website and your data secure. These cookies are essential and therefore cannot be opted out of. Necessary cookies used on our website are listed below.</p>				
Cookie name:	Provider:	Purpose:	Expiry:	Type:
AI_buffer	arlандаexpress.se	Used in context with the “AI_sentBuffer” in order to limit the number of data server updates (Azure). This synergy also allows the website to detect any duplicate data server updates.	Session	HTML
AI_sentBuffer	arlандаexpress.se	Used in context with the “AI_Buffer” in order to limit the number of data server updates (Azure). This synergy also allows the website to detect any duplicate data server updates.	Session	HTML
ai_session	arlандаexpress.se	Preserves users states across page requests.	1 day	HTTP

Functional cookies				
<p>Functional cookies enable the website to provide enhanced functionality and personalisation. Functional cookies used on our website are listed below.</p>				
Cookie name:	Provider:	Purpose:	Expiry:	
_GRECAPTCHA	Google reCAPTCHA	Helps protect the website from spam and attempted fraud. This cookie is placed only on parts of our webpage that has a greater need for protection.	6 months	

Statistics cookies

Statistics cookies help us understand how visitors use our website by collecting and reporting aggregated information for analysis.

Statistics cookies used on our website are listed below.

Cookie name:	Provider:	Purpose:	Expiry:	Type:
_ga	arlandaexpress.se	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP
ga#	arlandaexpress.se	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	HTTP
_gat	arlandaexpress.se	Used by Google Analytics to throttle request rate.	1 day	HTTP
_gid	arlandaexpress.se	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP
_hjAbsoluteSessionInProgress	arlandaexpress.se	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day	HTTP
_hjFirstSeen	arlandaexpress.se	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day	HTTP
_hjid	arlandaexpress.se	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 day	HTTP
 _hjid	arlandaexpress.se	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Persistent	HTTP
_hjTLDTest	arlandaexpress.se	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	HTTP
ai_user	arlandaexpress.se	Used by Microsoft Application Insights software to collect statistical usage and telemetry information. The cookie stores a unique identifier to recognize	1 year	HTTP

		users on returning visits over time.		
collect	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel

Marketing cookies

Marketing cookies are used to track visitors to our website across other websites in order to market our products and services on other websites.

Marketing cookies used on our website are listed below:

Cookie name:	Provider:	Purpose:	Expiry:	Type:
_gcl_au	arlandaexpress.se	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	HTTP
fr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP
tr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	Pixel

Unclassified cookies

Unclassified cookies are cookies that have not yet been classified.

Unclassified cookies used on our website are listed below.

Cookie name:	Provider:	Purpose:	Expiry:	Type:
cookieBanner KeyKey	arlandaexpress.se	Used to communicate terms and conditions of cookie use.	Persistent	HTML

This Cookie Policy was last updated on 18/10/2021.