

Neonode Cookie Policy

1. Overview

1.1. Neonode Safeguards Your Personal Integrity

Neonode respects your privacy and is committed to maintaining a high level of security and integrity regarding your personal data. Neonode is transparent about how it collects and uses data. This policy describes which cookies Neonode uses and how they are used, as well as how you can prevent cookies from being stored on your device.

See the Neonode privacy policy at <https://neonode.com/privacy-policy> to learn about how Neonode protects your privacy in its use of cookies and other information and your rights in connection with such data.

1.2. What is a Cookie?

A cookie is a small piece of text sent to your browser by a website you visit. It helps the site remember information about your visit, which can make it easier to visit the site again and make the site more useful to you.

1.3. Definitions

“Neonode” means Neonode Inc., a Delaware corporation having a principal place of business at Karlavägen 100, 115 26 Stockholm, Sweden, its subsidiaries and affiliated legal entities.

2. Types of Cookies Used

This section describes the cookies used by Neonode. Some or all of the cookies listed below may be stored in your browser.

2.1. Strictly Necessary Cookies

Strictly necessary cookies are essential for you to browse a website and use its features, such as accessing secure areas of the site. Cookies that allow web shops to hold your items in your cart while you are shopping online are an example of strictly necessary cookies. These cookies will generally be first-party session cookies. Neonode does not use strictly necessary cookies.

2.2. Functional Cookies

Functional cookies improve the user experience on Neonode websites by enabling basic functions like remembering choices you have made in the past. Functional cookies are only used if you have given us your consent for such cookies.

Functional Cookies			
Name	Provider	Purpose	Expiry
test_cookie	Google	Used to check if your browser supports cookies.	15 minutes.
bcookie	LinkedIn	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform	730 days, 11 hours, 35 minutes
bscookie	LinkedIn	Used for remembering that a logged in user is verified by two factor authentication.	730 days, 11 hours, 35 minutes

lang	LinkedIn	Used to remember a user's language setting to ensure LinkedIn.com displays in the language selected by the user in their settings.	Expires at the end of the session
li_sugr	LinkedIn	Used to make a probabilistic match of a user's identity.	90 days
lfdc	LinkedIn	To facilitate data center selection.	24 hours
cookie-consent	Neonode	Cookie consent is the interaction between you and Neonode's consent management platform (CMP) that enables users to decide whether they will allow cookies to collect their personal data.	365 days

2.3. Statistics Cookies

Statistics cookies help us understand how visitors interact with Neonode websites, measure site performance and identify areas for improvement, to help us improve our websites and their functions. Statistics cookies are only used if you have given us your consent for such cookies.

Statistics Cookies			
Name	Provider	Purpose	Expiry
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat_neonode.com	Google	Used by Google Analytics to throttle request rate.	1 minute
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	24 hours
_gcl_au	Google	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	90 days
__hstc	HubSpot	Recognize and count the number of visitors and see how visitors move around the website. The purpose is to ensure the website works efficiently for visitors.	390 days

__hssc	HubSpot	It contains the domain viewCount (increments each pageView in a session), and session start timestamp, and is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie	30 minutes
__hssrc	HubSpot	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	Expires at the end of the session
hubspotutk	HubSpot	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.	13 months
AnalyticsSyncHistory	LinkedIn	Used to store information about the time a sync with another cookie took place.	30 days

2.4. Marketing Cookies

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user. Marketing cookies may be set through Neonode websites by our advertising partners and allow delivering advertising that is tailored to your interests via third party platforms. Marketing cookies are only used if you have given us your consent for such cookies.

Marketing Cookies			
Name	Provider	Purpose	Expiry
fr	Facebook	To deliver, measure and improve the relevancy of ads.	90 days
_fbp	Facebook	Identifies browsers for the purposes of providing advertising and site analytics services.	90 days
UserMatchHistory	LinkedIn	LinkedIn Ads ID syncing	30 days

Please note that the list of cookies provided in this cookie policy may change from time to time, and is updated regularly.

3. Managing Cookies

If you do not want to accept cookies on your device, or if you wish to withdraw your consent for cookies, edit your browser settings to deny storing cookies. Instructions for editing your browser settings are usually located within the “Help”, “Tools” or “Edit” settings of your browser.

4. Changes to this Policy

Neonode reserves the right to change this cookie policy at any time. In the event of changes to this policy, we will publish the amended policy on our website with information on when the changes will come into effect and we may also notify you in an appropriate manner.

5. Contact Information

Write to privacy@neonode.com to contact the Neonode’s data protection officer if you have any questions about this cookie policy.