



Cookies Policy

This Cookies Policy sets out the basis on which we, Neonode Technologies AB, use cookies and similar technologies on or in relation to our website, www.neonode.com, (our website). This Cookies Policy is effective from May 8th, 2018.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled [About cookies](#).

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled [How to accept or reject cookies](#).

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About cookies

What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.

Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

First and third party cookies

Cookies can be classified as 'first party' or 'third party'.

First party cookies: these are cookies placed on your device by our website domain.

Third party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit www.allaboutcookies.org

List of cookies used

The following cookies, web beacons and similar tracking technology are used on the Site:

_gat_UA-71077496-1)	Google Analytics cookie, third party cookie used to differentiate between different tracking objects created in the session. The cookie is updated each time data is sent to Google Analytics. The cookie expires after 10 minutes.
_ga	Google Analytics cookie, third party cookie used to identify users. This cookie is installed the first time that a user visits the Site through a browser. When the user returns to the Site using the same browser, the cookie will identify them as the same user. The user will be considered to be a different user only if the user change browsers. The cookie expires after 24 months.
lang	Set by LinkedIn when a webpage contains an embedded “Follow us” panel. The cookie expires after each session.
__utm.gif	Google Analytics Tracking Code that logs details about the visitor’s browser and computer. The cookies expires after each session.
__utma	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics. The cookie expires after two years.
__utmb	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit. The cookie expires after each session.
__utmc	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit. The cookie expires after each session.
__utmt	Used to throttle the speed of requests to the server. The cookies expires after each session.
_utm	Saves user-defined tracking parameters for use in Google Analytics. The cookie expires after each session.

__utmz	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics. The cookie expires after six months.
p.gif	Unclassified. The cookie expires after each session.
__atuvc	Updates the counter of a website's social sharing features. The cookie expires after one year.
__atuvs	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis. The cookie expires after each session.
_at.cww	Used by the social sharing platform AddThis. The cookie is persistent.
analytics	Used by LinkedIn to understand, improve and research products, features, and services including when the visitor accesses LinkedIn from other websites, applications, or devices such as their work or computer or mobile device. The cookie expires after each session.
at-lojson-cache-#	Used by the social sharing platform AddThis. The cookie is persistent.
at-rand	Used by the social sharing platform AddThis. The cookie is persistent.
bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services. The cookie expires after two years.
bkdc	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising add display based on the user's movement on websites that use the same ad network. The cookie expires after 179 days.
bku	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network. The cookie expires after 179 days.
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services. The cookie expires after two years.
bt2	Used by the social sharing platform AddThis to keep record of parts of the site that has been visited in order to recommend other parts of the site. The cookie expires after 255 days.
di2	Unclassified. The cookie expires after one year.

impression.php/#	Used by Facebook to register impressions on pages with the Facebook login button. The cookie expires after each session.
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services. The cookie expires after each session.
loc	Geolocation, which is used to help providers determine how users who share information with each other are geographically located (state level). The cookie expires after one year.
mus	Unclassified. The cookie expires after one year.
PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites. The cookie expires after eight months.
r/collect	Unclassified. The cookie expires after each session.
RUN_ID	Unclassified. The cookie expires after three months.
SEUNCY	Registers a unique ID that identifies the user's device for return visits. The cookie expires after 179 days.
TapAd_DID	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user. The cookie expires after two months.
TapAd_TS	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user. The cookie expires after two months.
TapAd_TTD_SYNC	Unclassified. The cookie expires after two months.
TDCPM	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads. The cookie expires after one year.
TDID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads. The cookie expires after one year.
uid	Creates a unique, machine-generated user ID. AddThis, which is owned by Clearspring Technologies, uses the user ID to make it possible for the user to share content across social networks and provide detailed statistics to various providers. The cookie expires after one year.
uuid	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads. The cookie expires after one year.

uuidc	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads. The cookie expires after one year.
uvc	Detects how often the social sharing service, AddThis, encounters the same user. The cookie expires after one year.
vc	Used by the social sharing platform AddThis. The cookie expires after one year.
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos. The cookie expires after 179 days.
xtc	Registers the user's sharing of content via social media. The cookie expires after one year.
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen. The cookie expires after each session.
__atrfc	Unclassified. The cookie expires after each session.
IN_HASH	Unclassified. The cookie expires after each session.
_help_center_session	Preserves users' states across page requests. The cookie expires after each session.
_zendesk_session	Preserves users' states across page requests. The cookie expires after each session.
_zendesk_shared_session	Preserves users' states across page requests. The cookie expires after each session.
_zendesk_thirdparty_test	Unclassified. The cookie expires after each session.
hc:da39a3ee5e6b4b0d3255bfef95601890afd80709:recently_visited_articles	Unclassified. The cookie is persistent.
JSESSIONID	Preserves users' states across page requests. The cookie expires after each session.
atlassian-analytics.confluence	Unclassified. This cookie is persistent.

atlassian-analytics.confluence.lock	Unclassified. This cookie is persistent.
browser-metrics-journey	Unclassified. This cookie expires after each session.
Confluence.insert-wiki-markup-dialog.cache	Unclassified. This cookie is persistent.
Confluence.insert-wiki-markup-dialog.cacheStack	Unclassified. This cookie is persistent.
confluence.sidebar.width	Unclassified. This cookie is persistent.
confluence-language	Unclassified. This cookie expires after one year.
jquery.feature.detection.cache	Unclassified. This cookie is persistent.
jquery.feature.detection.cache.useragent	Unclassified. This cookie is persistent.

Zendesk related cookies, for further information read here: <https://www.zendesk.com/company/customers-partners/cookie-policy/>

Website Name(s)	Cookie Name	Cookie Purpose	Cookie Duration	Category
www.zendesk.com & www.zopim.com	Optimizely	Tracking for A/B testing	10 years	
www.zendesk.com	Heap	Event tracking to monitor behavior	2 years	
www.zendesk.com	Mixpanel	Event tracking to monitor behavior	1 year	
www.zendesk.com	Gauge	High level behavior tracking	2 years	

All Websites	Google Analytics	This web analytics cookie collects information about how visitors use the Websites, which website the user came from, the number of each user's visits and how long a user stays on the Websites	2 years	
www.zendesk.com	Livefyre	Visitor authentication for commenting and user reviews	2 years	
www.zendesk.com	Disqus	Visitor authentication for commenting and user reviews	2 years	
www.zendesk.com	Crazy Egg	Analytics Tool that gives us heat maps and click data	5 years	
www.zendesk.com & www.zopim.com	Adroll	Advertising focused on retargeting	10 years	
www.zendesk.com	Bizo	Allow advertising via Display, Retargeting and other channels	5 years	
www.zendesk.com	Convertro	Multichannel analytics platform	13 years	
www.zendesk.com	Eloqua	Marketing automation software	1 year	
www.zendesk.com	Pardot	Marketing automation software	10 years	
www.zendesk.com	Quantcast	Advertising	6 months	
www.zendesk.com	Facebook Connect	Interaction between services	8 hours	

www.zendesk.com & www.zopim.com	DoubleClick	Re-targeting, optimization, reporting and attribution of online adverts	2 years	
www.zendesk.com	Advertising.com	Advertising Vendor for prospecting	2 years	
www.zendesk.com	AppNexus	Advertising Vendor for prospecting	1 year	
www.zendesk.com	Google Adwords Conversion	Advertising pixel for prospecting and retargeting	540 days	
www.zendesk.com	LiveRamp	Tracking of anonymous user characteristics	180 days	
www.zendesk.com	Twitter Advertising	Advertising	1.5 years	
www.zendesk.com	Clearbit	Stores information on user in order to not display so many forms	Session	
www.zendesk.com and www.bimeanalytics.com	Google Tag Manager	Traffic and visitor behavior measurement	2 years	
www.zopim.com and www.bimeanalytics.com	Cloudflare	Control over cache of assets	1 year	
www.zopim.com	Rlcdn.com	Ad targeting	10 years	
www.zopim.com	Smartadserver.com	Advertising	10 years	
www.zopim.com	Bidswitch	Publisher/Ad Platform	10 years	
www.zopim.com	Pubmatic	Publisher/Ad Platform	10 Years	

www.zopim.com	Delivery.swid.switchads.com	Advertising	10 years	
www.zopim.com	angsryr.com	Targeting/Advertising	10 years	
www.zopim.com	Adtechus.com	Advertising	10 years	
www.zopim.com	.adnxs.com	Advertising	10 years	
www.zopim.com	iLijit.com	Advertising	10 years	
www.zopim.com	Hubspot	Advertising	10 years	
www.zopim.com	Wistia	Video Streaming	10 years	
www.bimeanalytics.com	Google Analytics	Session Google Analytics	10 minutes	
www.bimeanalytics.com	Heap Analytics	Event tracking to monitor behavior	2 years	
www.bimeanalytics.com	Heap Analytics	Session Heap Analytics	30 min	
www.bimeanalytics.com	Vimeo	Vimeo video player	2 years	
www.bimeanalytics.com	Google	Google Account – SSO	6 months	
www.bimeanalytics.com	Capterra	Conversion tracking	30 min	
www.bimeanalytics.com	Website Language	Language settings	30 min	
www.bimeanalytics.com	popupHide	Determines if a user has accepted or rejected the demo request popup that appears after a certain time on the website	Session	

Website Name(s)	Cookie Name	Cookie Purpose	Cookie Duration	
www.zendesk.com & www.zopim.com	Optimizely	Tracking for A/B testing	10 years	
www.zendesk.com	Heap	Event tracking to monitor behavior	2 years	
www.zendesk.com	Mixpanel	Event tracking to monitor behavior	1 year	
www.zendesk.com	Gauge	High level behavior tracking	2 years	
All Websites	Google Analytics	This web analytics cookie collects information about how visitors use the Websites, which website the user came from, the number of each user's visits and how long a user stays on the Websites	2 years	
www.zendesk.com	Livefyre	Visitor authentication for commenting and user reviews	2 years	
www.zendesk.com	Disqus	Visitor authentication for commenting and user reviews	2 years	
www.zendesk.com	Crazy Egg	Analytics Tool that gives us heat maps and click data	5 years	
www.zendesk.com & www.zopim.com	Adroll	Advertising focused on retargeting	10 years	
www.zendesk.com	Bizo	Allow advertising via Display, Retargeting and other channels	5 years	
www.zendesk.com	Convertro	Multichannel analytics platform	13 years	

www.zendesk.com	Eloqua	Marketing automation software	1 year	
www.zendesk.com	Pardot	Marketing automation software	10 years	
www.zendesk.com	Quantcast	Advertising	6 months	
www.zendesk.com	Facebook Connect	Interaction between services	8 hours	
www.zendesk.com & www.zopim.com	DoubleClick	Re-targeting, optimization, reporting and attribution of online adverts	2 years	
www.zendesk.com	Advertising.com	Advertising Vendor for prospecting	2 years	
www.zendesk.com	AppNexus	Advertising Vendor for prospecting	1 year	
www.zendesk.com	Google Adwords Conversion	Advertising pixel for prospecting and retargeting	540 days	
www.zendesk.com	LiveRamp	Tracking of anonymous user characteristics	180 days	
www.zendesk.com	Twitter Advertising	Advertising	1.5 years	
www.zendesk.com	Clearbit	Stores information on user in order to not display so many forms	Session	
www.zendesk.com and www.bimeanalytics.com	Google Tag Manager	Traffic and visitor behavior measurement	2 years	
www.zopim.com and www.bimeanalytics.com	Cloudflare	Control over cache of assets	1 year	

www.zopim.com	Rlcdn.com	Ad targeting	10 years	
www.zopim.com	Smartadserv er.com	Advertising	10 years	
www.zopim.com	Bidswitch	Publisher/Ad Platform	10 years	
www.zopim.com	Pubmatic	Publisher/Ad Platform	10 Years	
www.zopim.com	Delivery.swid. switchads.co m	Advertising	10 years	
www.zopim.com	angsryr.com	Targeting/Advertising	10 years	
www.zopim.com	Adtechus.co m	Advertising	10 years	
www.zopim.com	.adnxs.com	Advertising	10 years	
www.zopim.com	iLijit.com	Advertising	10 years	
www.zopim.com	Hubspot	Advertising	10 years	
www.zopim.com	Wistia	Video Streaming	10 years	
www.bimeanalytics.c om	Google Analytics	Session Google Analytics	10 minutes	
www.bimeanalytics.c om	Heap Analytics	Event tracking to monitor behavior	2 years	Analytics
www.bimeanalytics.c om	Heap Analytics	Session Heap Analytics	30 min	Analytics
www.bimeanalytics.c om	Vimeo	Vimeo video player	2 years	Functionality/ Preference
www.bimeanalytics.c om	Google	Google Account – SSO	6 months	Functionality/ Preference
www.bimeanalytics.c om	Capterra	Conversion tracking	30 min	Targeting/ Advertising

www.bimeanalytics.com	Website Language	Language settings	30 min	Functionality/ Preference
www.bimeanalytics.com	popupHide	Determines if a user has accepted or rejected the demo request popup that appears after a certain time on the website	Session	Functionality/ Preference

Other technologies

Web beacons

We and any marketing companies we use also embed web beacons in our marketing emails and on our website. Web beacons are small GIF image files which enable us to track your receipt of our marketing emails, how often you view our adverts or website pages, your location, IP address and browser information. Web beacons are activated whenever you open a marketing email or access a page on our website which contains a web beacon. Web beacons transmit data when you view them but are not capable of accessing any other information on your computer. Web beacons are not stored on your hard drive unless you download a GIF image containing them.

Some (but not all) browsers enable you to restrict the use of web beacons by either preventing them from sending information back to their source (for example, when you choose browser settings that block cookies and trackers), or by not accessing the images containing them (for example, if you select a 'do not display images (in emails)' setting in your email server).

How to opt in or out

See the section below entitled [How to accept or reject cookies](#)

Legal basis for processing: we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

Legitimate interest: analysing the effectiveness of our email marketing campaigns and improving our website and offering. For further information on how we use the information gathered from our use of web beacons, including automated decision making and profiling please see the section entitled [Our use of automated decision making and profiling](#) in our privacy policy, which is available here: <http://www.neonode.com/wp-content/uploads/2018/05/Privacy-Policy.pdf>

Facebook Pixel

We use Facebook Pixel on our website. Facebook Pixel is a tracking code which allows us to track and monitor the success of advertisements we use on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies. We may also use Facebook Pixel to create retargeting advertisements and custom audiences for our advertisements on Facebook and on our website

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook's advertising services. You can find out more about how Facebook handles information they

collect about you and other individuals by accessing their privacy policy, which is available here: <https://www.facebook.com/about/privacy>

How to opt in or out

See the section below entitled [How to accept or reject cookies](#)

Legal basis for processing: we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). **Legitimate interest:** analysing the effectiveness of our advertisements on Facebook. For further information on how we use the information gathered from our use of Facebook Pixel, including automated decision making and profiling please see the section entitled [Our use of automated decision making and profiling](#) in our privacy policy, which is available here: <http://www.neonode.com/wp-content/uploads/2018/05/Privacy-Policy.pdf>

How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies and similar technologies. Some of the main methods of doing so are described below:

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting www.allaboutcookies.org

Accepting or rejecting cookies

Cookie control tool

You can accept cookies by clicking the “accept” button on our website when visiting the first time with a new device. You can block non-essential cookies by not accepting the cookie consent pop-up.

Browser settings

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History>
- Microsoft Internet Explorer: <https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>
- Apple Safari: https://support.apple.com/kb/PH5042?locale=en_US

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in ‘incognito’ mode, limiting the amount of data placed on your machine and automatically deleting any persistent

cookies placed on your device when you finish your browsing session. There are also many third party applications which you can add to your browser to block or manage cookies.

Existing cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

Google Adsettings

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here <https://adssettings.google.com/> and by:

- unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here:

<https://support.google.com/ads/answer/7395996>

Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: <http://tools.google.com/dlpage/gaoptout>

Facebook Pixel

Disconnect for Facebook

You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the too here:

- For Chrome: <https://chrome.google.com/webstore/detail/disconnect-facebook-pixel/nnkndeagapifodhleibfbgbonbfmInfm?hl=en>
- For Firefox: <https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/>

European Interactive Digital Advertising Alliance Tool

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting <http://www.youronlinechoices.com>, selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option.

Copyright, credit and logo

This Cookies Policy is based on a template provided by GDPR Privacy Policy. For further information, please visit <https://gdprprivacypolicy.org>

The copyright in this Cookies Policy is either owned by, or licensed to, us and is protected by copyright laws around the world and copyright protection software. All intellectual property rights in this document are reserved. Where we display the GDPR Privacy Policy logo on our website, this is used to indicate that we have adopted a privacy policy template provided by GDPR Privacy Policy as the basis for this Privacy Policy.

A handwritten signature in black ink, appearing to be 'Ulf Mårtensson', with a small dot at the end of the final stroke.

Ulf Mårtensson
VP Operations