Cookie Policy

This website www.linkapp.se is owned and operated by Linkapp AB with Org.number (559358-0029, Sweden (referred to as "Linkapp", "we" or "us").

Please read this Cookie Policy to understand how we use cookies, web beacons and tracking technologies, how we share the information they provide, and how you can control or manage your consent to data collection using these technologies. We do so in strict accordance with the Data Protection Act (2018:218) and the Data Protection Ordinance (2018:19) (DPA), the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communications Directive 2002 (PECD).

This Cookie Policy forms part of our Privacy Policy. Should you have any questions about how we are processing your data or if you would like to make a complaint, please contact us using info@linkapp.se.

We use cookies and similar technologies in the following ways and as notified to you from time to time (subject to your consent to the extent required by applicable law).

What are cookies and similar technologies?
A cookie is a small text file placed in your browser by a website. Cookies are used by most website for security purposes or to learn and improve how users navigate a website or to enable various features. For example, cookies may allow the website to remember your password, determine if this is your first visit to the website and how long you stayed on each page; determine if you were linked to the website from another website, and process other similar information.

Similar technologies, such as web beacons or pixel tags, typically work by using small files such as GIF or PNG that are opened on a page, in an ad or in an email. Requesting these files from a server reveals certain information, such as your browser type, IP address and other information. Tracking pixels (sometimes called web beacons) are electronic tags with a unique identifier that are embedded in website, online ads and/or emails and are used to provide usage information such as ad impressions or clicks, measure the popularity of digital pages and related advertising, and access user cookies.

We may also use these technologies to collect, analyse and correlate certain information with other tracking technologies relating to the devices you use to access the Digital site, such as IP addresses, browser type and version, browser language, operating system version, unique device identifiers and other information about your computers and/or mobile devices to the extent provided by your device, operating system or chosen configuration or selection. In certain cases, these technologies may be used to identify your device or browser through a common process known as "device fingerprinting".

Other tracking technologies also include locally shared objects (also known as "Flash cookies"), HTML cookies or other tracking software that stores data on your device on behalf of third parties. These files may be installed on your computer by your browser or other software used by your browser. These files may be installed by us or a third party. In order to control the storage of data via this software, users may be required to change their preferences in the software itself, via a browser or by using special add-ons or plug-ins.

What is the difference between session cookies and persistent cookies?
All cookies have a time limit for which they are stored. Cookies are typically classified as "session cookies" or "persistent cookies" depending on how long they are stored. Session

cookies remain in your browser while you are logged into a particular website, after which they "expire" or are deleted from your device when you leave the website, close the browser, or when you actively delete them. Persistent cookies remain on your device for an extended period of time, sometimes indefinitely, or until you actively delete them.

How can these technologies affect the protection of my data?
Information from cookies and similar technologies can be used to collect information about your activities over time and across website. For example, information may be aggregated and used to determine patterns of behaviour on the website or simply to store your preferences. In certain cases, we may use cookies and similar technologies to link information about your browsing and viewing behaviour or other uses to your individual device, browser and other personal information we hold about you.

To learn more about how cookies and other tracking and analytics technologies are generally used and how they may affect the protection of your information, please visit www.allaboutcookies.org and our Privacy Policy.

What cookies/technologies do you use and how do you use them?
We use cookies and similar technologies for several important reasons. First, we use cookies for "essential" or "functional" purposes, meaning they enable various features of the site. Certain other "analytics" or "performance" cookies and similar technologies track how the site are used or function and how users interact with the site. "Advertising" and "tracking" cookies and similar technologies are used in selecting and displaying advertisements to you.

Please note that certain cookies and technologies we use are subject to change without notice. We may use third party providers who use tools such as Google Analytics to improve our website analytics. You can find a list of the cookies currently used on our site below. If you have any questions about a particular cookie or other technology, you can contact us using hello@myshirtcollection.com.

What are the types of cookies?

> **Essential Cookies/Strictly Necessary Cookies** – These cookies are those cookies which a website could not operate without. These include cookies such as login cookies and shopping cart cookies.

> **Functional Cookies** – These cookies recognize you when you return to a website, remember your preferences and provide enhanced, more personalized features.

> **Performance Cookies** – Performance cookies, along with other information, allow websites to calculate the aggregate number of people using a website and which features of a website are the most popular. This information is generally used to improve the website and the way visitors are able to move around it.

> **Social Media Cookies** – These cookies are used to personalize your interaction with social media, such as Twitter, Facebook, and YouTube. Such cookies recognize users of those social media sites when you view social media content on the website. They also allow you to quickly share content across social media, through the use of simple "sharing" buttons. Some websites may also contain features that enable you to use your social media account to sign in and create/maintain an account with the website

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you are visiting and to enable the website operator to store your content. This involves the use of cookies.

Targeting Cookies – Targeting cookies (also known as analytical cookies) help us to deliver our adverts when you visit other websites, such as news websites. This is known as "retargeting". This technique helps to ensure that the ads you receive are more relevant to you and your interests. These cookies help to measure the effectiveness of an ad and can also limit the number of times that you see an ad. These cookies are placed on your device by advertising networks that we and other advertisers work with to deliver ads. They remember what sites you visit, and this information is shared with other ad networks to show you relevant ads.

What are the cookies we use?

Cookie	Type	Description	Duration
test_cookie	Advertisement	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 minutes
_fbp	Advertisement	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months
fr	Advertisement	Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.	3 months
_ga	Analytics	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years
_gid	Analytics	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_gat_UA-205555640-1	Analytics	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.	1 minute
_mcid	Functional	This is a Mailchimp functionality cookie used to evaluate the UI/UX interaction with its platform	1 year

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Cookie	Type	Description	Duration
_abck	Necessary	This cookie is used to detect and defend when a client attempt to replay a cookie. This cookie manages the interaction with online bots and takes the appropriate actions.	1 year
ak_bmsc	Necessary	This cookie is used by Akamai to optimize site security by distinguishing between humans and bots	2 hours
bm_sz	Necessary	This cookie is set by the provider Akamai Bot Manager. This cookie is used to manage the interaction with the online bots. It also helps in fraud preventions	4 hours

How can I delete cookies or withdraw my consent?
You can control cookies, web beacons and tracking technologies or withdraw your consent to data collection in a number of ways. Many browsers allow you to change the settings so that the browser either allows or blocks the installation of cookies. You can delete all cookies stored by your browser via the privacy menu of your browser.

Third-party providers can let you choose whether or not to collect your data for this purpose. For more information about Google's analytics and marketing website or how to opt-out, please see the Google Analytics Terms of Use, Google Privacy Policy or Google Analytics Opt-out. To learn more about how to opt out of Google's use of cookies, visit Google's Ads Settings.

If you wish to opt-out of tracking by certain online advertisers, you can visit the Digital Advertising Alliance opt-out page at http://www.aboutads.info/choices or the Network Advertising Initiative at www.networkadvertising.org/optout_nonppii.asp or, if you are in the EU, http://www.youronlinechoices.eu/. For more information on how to control cookies or other options online, please visit http://www.allaboutcookies.org/manage-cookies.

Updates to this policy
We may update this Cookie Policy from time to time. We will post the most current version of this Cookie Policy with its effective date on our site. Your continued use of the site means that you agree to the terms of this Cookie Policy.