

Stockholmsmässan's Cookie Policy

When you visit Stockholmsmässan's websites from your computer, cell phone or tablet, we store data locally using cookies, call tracking or similar techniques to optimize your user experience. In this policy, we call all of these types of techniques "cookies". Read more below about what this entails and for what purpose the information is used.

Different types of cookies

Cookies are used to improve the functionality of our websites and provide us with statistics on the use of the website. A cookie is a small text file that is stored on your device when you visit a website. Our data protection policy applies to the processing of the data we gather via cookies.

There are four types of cookies:

1. Local

A local cookie is a file that is saved permanently on your device until you actively choose to delete it. It stores previous visits and the browser that is being used, and it improves the website's functionality.

2. Session

A session cookie is saved temporarily on your device and is used to keep track of settings while you are visiting a website. It is deleted when you close your browser.

3. Statistics

A statistics cookie is stored on your device so we can track the number of visitors to our websites. Data from statistics cookies is stored for up to 10 years.

4. Conversion

We use conversion cookies to measure the effect of our advertisements by generating reports about what actions you took as a user after seeing our advertisements. The cookie is inserted in the web code on the website's buy or registration pages. We can then follow your actions after you clicked on the advertisements, thus measuring the effect of our advertisements in Facebook, AdWords, LinkedIn, etc.

The information created from these cookies through your use of our websites is forwarded to and stored by Stockholmsmässan.

Analysis tools

Stockholmsmässan uses website and application analysis services that are offered by Third Parties. These Third Parties use cookies and other similar techniques to gather information about the use of the website or the application and to report trends without identifying individual visitors. Third Parties who provide us with these services can also gather information about your use of Third-Party websites, for example Facebook and YouTube.

Accept or block cookies

You can choose whether or not to accept cookies when you visit our websites. Most browsers receive cookies automatically, but it is possible to change the settings to block cookies or give you the option to decide whether or not to accept them. If you choose not to accept cookies, Stockholmsmässan cannot guarantee that its websites will function as intended.

How to prevent cookies from being stored

You can also change the settings in your web browser to not allow cookies to be saved on your hard drive. However, this impairs the functionality of some websites. You may find that this prevents you from accessing member pages and that some content and functions may not be available.

Handling of cookies

You can set the settings on your devices, erase cookies and other identifiers and change how local information may be stored. See the support information in each respective web browser: Chrome, Safari, Internet Explorer, Firefox, etc. You can delete cookies from your hard drive at any time. However, this means your personal settings will be lost.

More information

If you would like to know more about cookies and the considerations and actions you can undertake as an Internet user, please visit the Swedish Post and Telecom Authority at www.pts.se for more information.

Contact

If you have any questions or would like more information, please contact us using the following contact details:

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