

# Cookie Policy

At Simplicity, we use cookies to provide you with the best possible experience on our website. Cookies help us understand how the website is used and to tailor the content to your needs. Some cookies are necessary for the site to function, while others help us improve features and your user experience. You can choose to accept or reject non-essential cookies and change your settings at any time.

## 1. What are cookies?

Cookies are small text files stored on your device (computer, mobile, or tablet) when you visit our website. They are used to ensure the website functions correctly, to improve your user experience, and to provide us with information about how the website is used.

## 2. Types of cookies we use

We use the following categories of cookies:

- **Necessary cookies**  
Required for the website to function and cannot be turned off in our systems.
- **Analytics and performance cookies**  
Help us understand how visitors use the website so we can improve content and features.
- **Functionality cookies**  
Used to remember settings and choices, such as username or region.
- **Marketing cookies**  
Used to display relevant ads and campaigns based on your online behavior.

## 3. How long are cookies stored?

The storage time of a cookie varies. Some cookies are automatically deleted when you close your browser (session cookies), while others are stored for a certain period (persistent cookies). Information about exact storage times can be found in our Cookie Table, where each cookie we use is described in more detail.

## 4. Manage cookies

You can change or delete cookies at any time via your browser settings. Please note that some features on the website may stop working if you block all cookies. Instructions for managing cookies can be found in your browser's help pages.

## 5. Third-party cookies

We use both **first-party cookies** (set by us) and **third-party cookies** (set by our partners, such as analytics and advertising providers).

Examples of services we may use: Google Analytics.

## 6. Changes to the cookie policy

This privacy policy is revised as needed to ensure it is always in line with applicable legislation and our actual practices for handling personal data.

- **Last update:** 2025-09-15

## 7. Contact

Find more information in our privacy policy about how we process your personal data.

If you have questions about our cookie policy, you are welcome to contact us at [kundservice@simplicity.se](mailto:kundservice@simplicity.se).

## Appendix - Cookie list

### Necessary

Cookie	Provider	Description	Storage Time
CookieConsent	www.simplicity.se	Stores the user's consent status for cookies for the current domain.	1 year
sharethis_cookie_test	www.simplicity.se	Checks if the browser accepts cookies.	Session
__cf_bm	vimeo.com	—	1 day
_cfuvid	vimeo.com	—	Session
__cf_bm	substack.com	Used to distinguish between humans and bots, helping the site create valid usage reports.	1 day
__cf_bm	sobi.com	Used to distinguish between humans and bots, helping the site create valid usage reports.	1 day
_cfuvid	sobi.com	Part of Cloudflare's services (e.g., load balancing, content delivery, DNS connection).	Session
didomi_token	sdk.privacy-center.org	Stores the user's consent status for cookies for the current domain.	Persistent
didomi_token	efn.se	This opt-out cookie identifies if the visitor has unchecked cookies, trackers, or other audience tools.	1 year
ebx_webtag	efn.se	—	Session
euconsent-v2	efn.se	Determines if the visitor has accepted the cookie banner so it does not appear again on return visits.	Session
cf.turnstile.u	challenges.cloudflare.com	—	Persistent

### Settings

Cookie	Provider	Description	Storage Time
pll_language	www.simplicity.se	Determines the visitor's preferred language and sets the website language.	1 year

### Statistics

Cookie	Provider	Description	Storage Time
vuid	vimeo.com	Collects data about page views (which pages have been read).	2 year
WMF-Uniq	upload.wikimedia.org	—	1 year

p.gif	typekit.net	Tracks special fonts used on the website for internal analysis (no visitor data recorded).	Session
__utma	simplicity.se	Collects data about the number of visits and the date of the first and last visit (Google Analytics).	2 year
__utmb	simplicity.se	Records the time when the user entered the website (to calculate visit duration).	1 day
__utmc	simplicity.se	Records the time when the user leaves the website (to calculate visit duration).	Session
__utmt	simplicity.se	Used to throttle the speed of requests to the server.	1 day
__utmv	simplicity.se	Saves user-defined tracking parameters in Google Analytics.	Session
__utmz	simplicity.se	Collects data about traffic sources (e.g., referrer, search engine, and search term).	6 månader
__utm.gif	google-analytics.com	Google Analytics pixel that logs details about the visitor's browser and computer.	Session

## Marketing

Cookie	Provider	Description	Storage Time
##	youtube.com	Used to track interaction with embedded content.	Session
LAST_RESULT_ENTRY_KEY	youtube.com	Used to track interaction with embedded content.	Session
LogsDatabaseV2:V#  LogsRequestsStore	youtube.com	Used to track interaction with embedded content.	Persistent
TESTCOOKIESENABLED	youtube.com	Used to track interaction with embedded content.	1 day
VISITOR_INFO1_LIVE	youtube.com	—	180 days
YSC	youtube.com	—	Session
YtIdbMeta#databases	youtube.com	Used to track interaction with embedded content.	Persistent
Secure-ROLLOUT_TOKEN	youtube.com	—	180 days
__Secure-YEC	youtube.com	Stores player settings for embedded YouTube videos.	Session
iU5q-!O9@\$	youtube.com	Registers a unique ID for statistics on which YouTube videos have been viewed.	Session
remote_sid	youtube.com	Necessary for the implementation and function of YouTube video content.	Session

yt-remote-cast-available	youtube.com	Stores player settings for embedded YouTube videos.	Session
yt-remote-cast-installed	youtube.com	Stores player settings for embedded YouTube videos.	Session
yt-remote-connected-devices	youtube.com	Stores player settings for embedded YouTube videos.	Persistent
yt-remote-device-id	youtube.com	Stores player settings for embedded YouTube videos.	Persistent
yt-remote-fast-check-period	youtube.com	Stores player settings for embedded YouTube videos.	Session
yt-remote-session-app	youtube.com	Stores player settings for embedded YouTube videos.	Session
yt-remote-session-name	youtube.com	Stores player settings for embedded YouTube videos.	Session
ytidb::LAST_RESULT_ENTRY_KEY	youtube.com	Used to track interaction with embedded content.	Persistent
_ga	simplicity.se	Sends data to Google Analytics about the visitor's device and behavior; tracks across devices and channels.	2 year
ga#	simplicity.se	Sends data to Google Analytics about the visitor's device and behavior; tracks across devices and channels.	2 year
NID	google.com	—	6 månader
_k5a	efn.se	Part of a set of cookies that optimize the user experience (search, filter, sorting, and relevant content).	1 year
_k5a1	efn.se	Part of a set of cookies that optimize the user experience (search, filter, sorting, and relevant content).	Session
_k5a2	efn.se	Part of a set of cookies that optimize the user experience (search, filter, sorting, and relevant content).	Session
_k5a3	efn.se	Part of a set of cookies that optimize the user experience (search, filter, sorting, and relevant content).	Session