UTOPIA MUSIC AG

We use cookies, web beacons and similar tracking technologies ("**cookies**") on our website and in the context of our email correspondence (collectively referred to as the "**website**") and this cookie policy ("**Cookie policy**") explains how we use cookies when you visit our website and otherwise interact with us on the basis of our email correspondence.

Some of the cookies that are used on our website will collect data that can be directly or indirectly related to you as an individual (i.e. personal data), while other activities on this website are logged only on an aggregated level.

For more information regarding the processing of your personal data, please see our Privacy Policy.

1.   **WHAT ARE COOKIES?**

A **cookie** is a text file placed on your device, e.g. computer, mobile device or tablet by web page servers when you visit websites.

We use session cookies and persistent cookies on our website.

● *Session cookies* are stored during the period there is an active session, i.e. during the period you use the website. Session cookies are normally deleted when you close your web browser.

● *Persistent cookies* are stored on your device until the set expiration date for each cookie or until you manually delete the cookie from your device.

The cookies used on our website will only be stored on your computer, mobile device or tablet during the period under which it is necessary in order to fulfil the purpose and the function with each cookie.

Web beacons are transparent images which may be included in e-mails sent to you.

Similar technologies are technologies that store information in your web browser or on your device in a similar way as cookies and web beacons.

2.   **CONSENT TO OUR USE OF COOKIES**

When you visit our website, you will be prompted to accept or refuse cookies (by the use of a so called "cookie banner").

Please note that consent is not required for use of cookies that are necessary for the operation of the website.

In your web browser settings you may choose to block the use of cookies, view what type of cookies that have been stored on your device and delete cookies stored on your device.

However, if you block all cookies on our website, you may be unable to access certain areas of our website and certain functions and pages may not work as intended.

Different browsers make different controls available to you. Below you will find instructions on how to manage your cookie settings for some of the most common browsers. Please note that the providers of the browsers may change their cookie setting functions at any time.

- [Google Chrome](#)

- [Internet Explorer](#)

- [Firefox](#)

- [Safari](#)

- [Safari Mobile](#)

- [Opera](#)

3.   INFORMATION **ABOUT** THE COOKIES WE USE

We use cookies on our website to provide you with a good experience. Some cookies are technically necessary in order to provide the website and its functionality. We also use cookies to give you the best possible user experience, to produce anonymous statistics and to show you customised advertising.

Necessary cookies

Necessary cookies are essential in order to enable you to navigate on the website and use its features.

Preferences/functionality cookies

These cookies allow a website to remember choices you have made in the past, like what language you prefer, or what your user name and password are (as applicable) so you can automatically log in.

Staistics/Performance cookies

Statistics/Performnce cookies are used to improve the service for website visitors.

This is done by way of analysing how our website visitors use the website and to monitor the website's performance. This enables us to provide a high-quality experience by customising our offer, and identifying and fixing issues. For example, we may track which pages that are most popular and which method of linking between pages that is most effective.

Marketing cookies

Marketing cookies (or targeting cookies) collect information about the browsing habits associated with your device and are used to make advertising more relevant to you. They are also used by third party services provided on the website, such as 'Like' or 'Share' buttons.

These third parties put down advertising cookies both when you visit the website, and when you use their services and navigate away from the website. No data collection takes place by Utopia, but by the relevant social sharing provider, as soon as you click on the relevant icon. Their privacy practices are set out below:

- Facebook's data use policy

- LinkedIn's cookie policy

You can opt out of the advertising cookies set by these third parties here.

In the table below, you can read about which cookies we use on our website as well as the providers, purposes and retention periods of such cookies.

Name of cookie	Provider	Purpose	Expiry
Necessary cookies			
__cf_bm	hubspot.com	**This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to** make valid reports on the use of their website.	1 day
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	1 day

Preferences/functionality			
lang	ads.linkedin. com	Remembers the user's selected languge version of a website.	Session
Statistics/Performance			
__hssc	utopiamusic. com	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day
__hssrc	utopiamusic. com	Used to recognise the visitor's browser upon reentry on the website.	Session
__hstc	utopiamusic. com	**Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.**	1 year
_ga	utopiamusic. com	Registers a unique ID that is used to generate statistical data on how the visitor	2 years

		uses the website.	
_gat	utopiamusic. com	Used by Google Analytics to throttle request rate.	1 day
_gid	utopiamusic. com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
ajs_anonymous_ id	utopiamusic. com	**This cookie is used to identify a specific visitor - this information is used to identify the number of specific** visitors on a website.	1 year
ajs_anonymous_ id	utopiamusic. com	**This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does**	Persistent

		not get registered twice.	
AnalyticsSyncHistory	linkedin.com	Used in connection with data-synchronization with third-party analysis service.	30 days
hubspotutk	utopiamusic.com	**Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.**	1 year
route	utopiamusic.com	**Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.**	Session
Marketing			

__ptq.gif	hubspot.com	**Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.**	Session
__tld__	utopiamusic. com	**Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.**	Session
_fbp	utopiamusic. com	**Used by Facebook to deliver a series of advertisement prodcts such as real time bidding from third party advertisers.**	3 months

_gcl_au	utopiamusic.com	**Used by Google AdSense for experimenting with advertisement efficiency across websites using their** services.	3 months
ajs_user_id	utopiamusic.com	**Collects data on visitors' preferences and behaviour on the website. This information is used to make content and advertisement more relevant to the specific visitor.**	Persistent
bcookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years
bscookie	linkedin.com	Used by the social networking	2 years

		service, LinkedIn, for tracking the use of embedded services.	
lang	linkedin.com	Set by LinkedIn when a web page contains an embedded "Follow us" panel.	Session
lidc	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 day
pagead/1p-user-list/#	google.com	**Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of**	Session

		referral-fees between websites.	
tr	facebook.com	**Used by Facebook to deliver a series of advertisement products such as real time bidding from third party** advertisers.	Session
UserMatchHistory	linkedin.com	**Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.**	30 days

4. CONTACT US

Should you have any questions regarding our use of cookies, please do not hesitate to contact us. Please see below for contact details.

Utopia Music AG

Address:

Raingässli 1

6300 Zug

Switzerland

Email: compliance@utopiamusic.com

We may update this policy from time to time. We recommend that you visit this page on a regular basis to get the latest information regarding the cookies we use on our website.

Last updated: 24 of January 2022