

Sana Labs AB ("**Sana**," "**us**," "**we**," or "**our**") uses cookies and similar technologies (hereafter referred to as cookies) on the <https://sanalabs.com> and <https://sana.ai> websites and in Sana services (the "**Service**").

Our Cookie Notice explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies, and further information about cookies. You can always manage your cookie settings with us by visiting this link <https://www.sanalabs.com/legal/cookie-settings>.

Please see our Privacy Notice at <https://sanalabs.com/download/legal/Privacy-Notice.pdf> regarding our processing of your personal data. If you are a Civic Tier user under the age of 18 years, please see our Children's Privacy Policy at <https://sanalabs.com/download/legal/privacy-policy-children.pdf>.

What are cookies

Cookies are small pieces of text sent to your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you. Some cookies are necessary for you to be able to make full use of the website's functionality.

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser. Whether a cookie is persistent or a session cookie depends on the purpose of the cookie. For example, a cookie that is essential for the website to operate is a session cookie, while a cookie that is required to recognize you and your preferences when you return to the website are persistent cookies.

We also use web beacons, which are used to collect data for ad delivery analytics and for specific events such as registration or conversion. A web beacon, also known as a web bug, 1 by 1 GIF, invisible GIF, and tracking pixel, is a tiny image referenced by a line of HTML or a block of JavaScript code embedded into our website.

How Sana uses cookies

When you use and access the Service, we may place a number of cookie files in your web browser.

We use cookies for the following purposes:

- To enable certain functions of the Service
- To provide analytics
- To store your preferences

What types of cookies are used by Sana

We use cookies to make our sites and services easier to use and to be able to adapt our sites and services according to your interests and needs. Using cookies that keep track of what you previously showed an interest in enables us to show you relevant information that hopefully matches your personal preferences. We use both session and persistent cookies on the Service and we use different types of cookies to run the Service, which we generally categorize as follows:

Necessary or Functional cookies

We may use cookies to remember information that changes the way the Service behaves or looks, such as your language preference on the Service. We may also use accounts-related cookies to authenticate users and prevent fraudulent use of user accounts. These are the cookies that are needed for the product to function properly.

Personalization cookies

We may use these cookies to remember information that changes the way the Service behaves or looks, such as the "remember me" functionality, which is not strictly necessary in order for the Service to work.

Analytics and marketing cookies

We may use analytics cookies to track information on how the Service is used so that we can make improvements. We may also use analytics cookies to test new advertisements, pages, features or new functionality of the Service to see how our users react to them.

Third-party cookies

In addition to our own cookies, we may also use various third-party cookies to get a better understanding of the Service usage, deliver advertisements on and through the Service, collect reviews, and make third-party tools such as support chatbots work..

Below is a list of the third-party, analytics, marketing and personalization cookies we currently use. In case a third-party sets multiple cookies, the expiry date is shown for the cookie with the longest lifetime.

Originator	Purpose	Type	Expiry Date
Google Analytics (Google Ireland Limited)	Google Analytics is a web analysis service provided by Google Ireland Limited ("Google"). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities, and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.	Analytics and marketing	400 days

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HubSpot Analytics (HubSpot, Inc.)	HubSpot Analytics is an analytics service provided by HubSpot, Inc.	Analytics and marketing	400 days
Facebook Ads conversion tracking (Facebook pixel) (Facebook Ireland Ltd)	Facebook Ads conversion tracking (Facebook pixel) is an analytics service provided by Facebook Ireland Ltd that connects data from the Facebook advertising network with actions performed on this Application. The Facebook pixel tracks conversions that can be attributed to ads on Facebook, Instagram, and Audience Network.	Analytics and marketing	90 days
LinkedIn Website Retargeting (LinkedIn Corporation)	LinkedIn Website Retargeting is a remarketing and behavioral targeting service provided by LinkedIn Corporation that connects the activity of this Application with the LinkedIn advertising network.	Analytics and marketing	180 days
Google Tag Manager (Google Ireland Limited)	To manage the tags or scripts needed on this Service in a centralized fashion. This results in your data flowing through these services, potentially resulting in the retention of this data.	Analytics and marketing	400 days
Mutiny (Mutiny HQ)	To customize the website for specific audience segments. The customization is based on IP address.	Analytics and marketing	400 days
Intercom (Intercom R&D Unlimited Company Ireland)	Intercom is powering a chatbot on the website. This serves the purpose of enabling easy navigation on the website.	Analytics and marketing	365 days
Microsoft	Microsoft advertising analytics to explain how visitors interact with our website. These cookies collect information about user behavior (such as pages viewed, clicks, and scrolls) in an anonymized format. The data collected does not personally identify you and is used solely to improve website functionality and the overall user experience.	Analytics and marketing	400 days
G2Crowd	To support third-party review features and collect analytics about user interaction with embedded G2 widgets. These cookies may include anonymous identifiers to enable the correct operation of embedded reviews and aggregate usage statistics.	Analytics and marketing	30 days
Twitter.com / X.com	tT enable proper display of embedded content, facilitate content sharing, and collect analytics on user engagement. These cookies may track information about your session, including device data, interaction analytics, or preferences linked to X services.	Analytics and marketing	400 days
Twilio Segment	To facilitate analytics and monitor user engagement. These cookies help us understand how visitors interact with our site by tracking anonymized usage data and aggregating statistics. The information collected through these cookies does not personally identify users and is used solely to improve website performance and user experience.	Analytics and marketing	400 days

Given the objective complexity surrounding cookie technologies, you are encouraged to contact Sana should you wish to receive any further information on the use of such technologies by this Service.

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

- For the Chrome web browser, please visit this page from Google: <https://support.google.com/accounts/answer/32050>
- For the Internet Explorer web browser, please visit this page from Microsoft: <http://support.microsoft.com/kb/278835>
- For the Firefox web browser, please visit this page from Mozilla: <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- For the Safari web browser, please visit this page from Apple: https://support.apple.com/kb/PH21411?locale=en_US
- For any other web browser, please visit your web browser's official web pages.

To block individual originators or cookies on our website, you can follow the links in the table above to the relevant party's website.

- Notwithstanding the above, you may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan), or other similar services. Such initiatives allow you to select your tracking preferences for most of the advertising tools. Sana recommends that you make use of these resources in addition to the information provided in this document.
- The Digital Advertising Alliance offers an application called [AppChoices](#) that helps you control interest-based advertising on mobile apps.

Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

- AllAboutCookies: <http://www.allaboutcookies.org/>

Changes to our Cookies Notice

Sana may update this Cookie Notice by publishing changes on its website. If we require your consent, we will request it the next time you visit our website.

Contact us

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If you have any questions or would like more information, please contact us at the contact details below.

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