

Cookie Policy 2023

Cookie Policy for www.visualart.com

Last Updated: September 28, 2023

Our website uses cookies. Cookies are small text files that are stored on your computer when you visit a website.

Cookies are used for certain functions that improve our web pages for the user or provide us with statistics on the use of the site. Our websites use cookies. By law, everyone who visits a website must be informed about what cookies are used for.

The user must also be given the opportunity to consent to the use of cookies to store or retrieve information in, for example, a mobile phone or computer. Most browsers allow you to block cookies. In our cookie policy, you will find information on how we handle cookies.

Our cookie policy

On our website, we use cookies and other similar technologies. You can choose whether to allow our websites to place cookies on your device. You can change your choices at any time.

We need your consent

Your consent is required for the use of cookies, but not for cookies that are necessary to enable the service you have requested as a user.

If you do not accept our use of cookies, or if you have previously accepted our use and have changed your mind, you can return to your cookie settings at any time and change your choices. You can do this by clicking on **Cookies** at the bottom of the page. You may also need to change your browser settings and manually delete cookies to clear your device of previously placed cookies.

What are cookies?

A cookie is a small text file that is stored in your browser when you access a website. When we refer to cookies in this policy, we also include other similar technologies and tools that retrieve and store information in your browser, and in some cases pass such information on to third parties.

Cookies enables website to "remember" and "recognise" you.

This can be done by placing cookies in three different ways:

- > Session out, i.e., until you close your browser window.
- > Time-limited, i.e., the cookie has a predetermined lifespan. The time can vary between cookies.
- > Until further notice, i.e., the information remains until you choose to delete it. This applies to local storage.

You can always go into your browser and delete already placed cookies yourself.

Third-party cookies

We use third-party cookies on our websites. Third-party cookies are placed by someone other than the person responsible for the website, in this case, a company other than Visual Art.

Visual Art uses external platforms to communicate digitally. These include Google Marketing Platform, Google Ads, and UpSales. The platforms use both first- and third-party cookies and similar technologies to advertise and monitor the results of the advertising.

A third-party cookie can be used by several websites to understand and track how you browse between different websites. Visual Art receives information from these cookies, but the information may also be used for other purposes determined by the third party. Third-party cookies on our website are subject to the respective third party's privacy policy. Please read these to understand what other purposes the information can be used for. Links can be found in our cookie description for Google Analytics, Google Marketing Platform and UpSales.

Cookies on our websites

For you to have better control over which cookies are used on the websites, and thus more easily decide how cookies can be used when you visit our websites, we have identified three different categories of cookies. These categories are delineated based on the purposes for which cookies are used.

Below you can see which category each cookie belongs to, for what purposes it is used, and for how long it is active.

We have identified the following three categories of cookies. All categories include cookies that involve sharing data with third parties.

Functional cookies

These cookies make it possible to save information about how the website is displayed or behaves. For example, language choices, addresses, etc. They are necessary for the site to function optimally.

Google Analytics:

Google Analytics is a web analytics tool that is used to analyse behaviour and use Visual Art's website.

[Here you can read more](#) about which cookies Google Analytics places:

If you use Google Chrome, you can choose to switch off all Google Analytics cookies [here](#):

Statistical and analytical

These cookies help us understand how visitors interact with the website and allow us to improve the user experience. We collect information about how you interact with the website, including how often you visit the website, and which pages you visit.

Marketing cookies

These cookies help us and our partners to display personalized and relevant ads based on your browsing behaviour with us, even when you later visit other websites. Cookies in this category are used for targeted marketing and profiling, regardless of the device(s) you have used. Information collected for these purposes may also be combined with the customer and traffic data we hold about you if you have given your consent for us to use your traffic data for marketing purposes and have not objected to the use of your customer data for marketing purposes.

Google Marketing Platform:

Google Marketing Platform is used to carry out advertising via, among other things, banners, and videos on external platforms. We also use their tools to follow up on the effect of the advertising on Visual Art's domains. The follow-up takes place via scripts that read cookies in your browser, and these are then compared by Google against cookies that have seen ad impressions. These scripts can also be used to create target groups based on your behaviour on Visual Art's domains.

The cookies that Google uses include the following google.se, google.com, or doubleclick.net as a domain. For more information about how the Google Marketing platform works, [read more here](#).

You as a user on Google can manage your ad settings at the [following link](#).

UpSales:

Upsales uses web browser cookies to track website visitors. When a visitor Visual Art's website a cookie is added in your web browser.

Upsales uses these cookies:

`_upsales_uniqueID_session`

This cookie tracks the unique visitors and helps us divide different sessions from each other for that visitor. We save the cookie for 2 hours.

`_upsales_uniqueID_tracker`

This cookie tracks the user over a longer period. UpSales saves the cookie for 24 months.

Cookie settings

We save your choices for 12 months. After that, we will ask you again. Please note that some cookies have a lifespan that exceeds these 12 months. You may therefore need to change your browser settings and manually delete all cookies.

For more information on how to disable cookies, see the instructions for the three most often-used browsers.

- > [Google Chrome](#)
- > [Apple Safari](#)
- > [Microsoft Internet Explorer](#)

Do Not Track signals

If you have chosen to switch on the "Do Not Track"-function in your browser, we will not automatically place marketing cookies on your device. Other choices are made in your cookie settings.

If you block cookies

If you choose not to accept our use of cookies, the functionality and performance of our websites may be impaired as some functions are dependent on cookies. Blocking cookies may therefore mean that the websites' services do not work properly.

We care about your security

If you want to read more about your rights and how we protect your privacy, go to our privacy policy. You are always welcome to contact us at hello@visualart.com if you have any questions.

Our cookie policy may change in the future.