Cookie Statement

What are cookies?

Cookies are little (text) files which are stored on your computer. Your web browser stores these cookies when you visit our **Website**: https://www.brandmetrics.com/. These cookies will be retrieved when you visit our Website again. This allows us to recognise you as a previous visitor.

Why do we use cookies?

By using cookies, we can see how our Website is used and how we can optimise our Website and services. Cookies are also helpful to make the Website quick and safe. In addition, cookies by us or by third parties can be used to show you relevant advertisement based on your interests.

We use three types of cookies: functional cookies, analytical cookies, and tracking cookies. Functional cookies are strictly necessary for the operation of the Website or to store your preferences. No consent is required for these cookies. Analytical cookies help us understand how visitors use the Website. Tracking cookies are used for measurement purposes, such as tracking your exposure to advertisements and determining whether to serve you a brand measurement survey. For analytical and tracking cookies, we ask for your consent.

See the table below for the specific purposes of each cookie.

Which cookies do we use?

Cookie	Personal data	Function/purpose	Retention period	Privacy policy
__bmdnt	None (empty value)	Functional – Opt-out cookie. Set when you opt out of Brand Metrics measurements. If active, the measurement script on a customer's website will not initialise.	Persistent	This Cookie Statement
__bmsrvdnt	List of site identifiers, or 'all'	Functional – Opt-out cookie. Set when you opt out of measurements on a specific site or across all Brand Metrics measurements.	Persistent	This Cookie Statement
bmp[mid]	Random browser identifier (GUID), number of ad exposures, timestamps of ad exposure and survey triggers, survey completion status	Tracking – Measurement cookie that stores measurement information at browser level. Updated when you are exposed to an advertisement, when a survey is triggered, or when you answer a survey. Used to	3 weeks after measurement completion	This Cookie Statement

		decide whether to serve you a survey.		
__bm2_[mid]	Browser identifier, ad-tracking status (found / in view / out of view) and survey view/answer status	Tracking – Measurement cookie that keeps measurement information at browser level. Updated by our backend when the site script finds an ad to track, when the ad comes into or goes out of view, and when a survey is in view or answered. Read by our server to decide whether to show you a survey; information is also stored in the cookie once a survey is answered.	3 weeks after the measurement is completed	This Cookie Statement
__bm3_[mid]	Random browser identifier (GUID) only – no other data	Tracking – Sets a unique identifier (GUID) on your browser as part of our identity solution, so we can recognise your browser across visits for measurement purposes. Only used for customers with an extended Data Processing Agreement (DPA) covering this functionality.	30 days (sliding expiration – renewed each time the cookie is used)	This Cookie Statement
.AspNetCore.Komon	Session/authentication token	Functional – Strictly necessary authentication cookie, set when you log in to the Brand Metrics portal. Keeps you signed in and secures your session. No consent is required for this cookie.	14 days (sliding expiration – renewed each time you are active in the portal)	This Cookie Statement

Can I delete the cookies?

Yes, you may delete the cookies yourself in your internet browser.

If you don't want cookies to be sent to your device at all, you may change this via the cookie settings in your internet browser. Please keep in mind that some of the functions and services on the Website might not function (as well) without cookies.

You can also withdraw or modify your consent at any time via the cookie settings on our Website.

In addition, Brand Metrics offers a tool at https://collector.brandmetrics.com/cookies where you can view all information stored in your browser by Brand Metrics and delete any non-anonymised information directly.

We also respect browser-level "Do Not Track" (DNT) signals. If your browser sends a DNT header, we will not set any measurement cookies.

Your rights

As a data subject, you have the right to ask us for access to your data and to correct or delete your data. You may also ask us to restrict the processing of your data and to transfer a copy of your data to another data controller.

If you'd like to make such a request, we kindly ask you to contact us via the contact details at the bottom of this Cookie Statement. To prevent misuse of these rights, we might ask you to identify yourself adequately.

You can always withdraw your consent for the use of the cookie(s). From that moment, we will no longer send the cookie(s) to your device. This does not affect the lawfulness of our processing of your data based on the cookies sent to your device before you withdrew your consent.

If you think we are processing your data unlawfully, you may also file a complaint with your local Data Protection Authority.

IAB Europe Transparency & Consent Framework

Brand Metrics Sweden AB participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. Brand Metrics Sweden AB's identification number within the framework is 422.

Amendments to this Cookie Statement

This Cookie Statement may be amended from time to time. The most recent version of this Cookie Statement applies. We advise you to read this Cookie Statement regularly to see if there are any changes.

Brand Metrics Sweden AB

Kyrkogatan 15

411 15 Göteborg, Sweden

E: privacy@brandmetrics.com

W: https://www.brandmetrics.com/

Chamber of Commerce: 559139-4332