

Linn Systems Cookies Policy

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a more relevant and meaningful digital experience when you browse our website and also allows us to improve our website.

What are cookies?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. We only use (and store) non-essential cookies on your computer's browser or hard drive if you provide your consent.

Please contact us if you require information on how to switch off / disable cookies.

By continuing to browse the website, you agree to our use of cookies.

We use the following cookies:

Google Analytics (web analytics)

| | |
|--------------------|--|
| Cookie: | utma |
| Purpose: | Measuring first visit and last visit on visit |
| Stored for: | 30 days |
| Cookie: | utmb/utmc |
| Purpose: | Measuring length of visit on the website |
| Stored for: | 30 days |
| Cookie: | utmz |
| Purpose: | Identifying source of medium, in which user arrived on website, e.g. email, direct marketing, social media |
| Stored for: | 30 days |
| Cookie: | utmv |
| Purpose: | Identifying and categorising customers into segments |
| Stored for: | Permanent |

You can find a full explanation of how Google Analytics uses cookies [here](#).

Hotjar (web analytics)

| | |
|--------------------|---|
| Cookie: | hjIncludedInSample |
| Purpose: | (a) Track journey of user – identified by IP address (b) Record video, screenshots, and click data for each user – identified by IP address (c) Google Tag Manager is used to deploy the tracking code for Hotjar |
| Stored for: | 365 days |

HubSpot (content marketing)

| | |
|--------------------|---|
| Cookie: | hstc |
| Purpose: | Campaign source tracking (e.g. email, organic search, direct marketing) to understand how the user arrived on the website |
| Stored for: | 2 years |

Hubspot uses 25 unique cookies within its platform and you can find the full list [here](#). This list is company-wide and not just for marketing purposes.

Marketing use for HubSpot includes analytics to identify how a user arrives at a HubSpot page and the user journey as a whole (i.e. form submissions, page views, interactions).