

Cookie and other technical tools guidelines

Cookies category

We find it of utmost importance to inform you that our website uses cookies and other technical tools of 3rd-parties (hereinafter referred to as „cookies“) that helps us put our fingers on information necessary to provide you with a better browsing experience. We use cookies to further analyse the traffic and for other analytical purposes, meaning we can retrieve information about the time you spend on our website or how many times you have visited the website in the past. (analytical cookies).

Cookies also help us communicate better with you on social media, provided you have a profile on these platforms or personalize advertisement content on these platforms to tailor the ad content to what you may have found of interest on our website (marketing cookies).

You may find the information on the particular cookies we use in the charted document below

More about cookies

Please, make note that the cookies may be processed via tools of 3rd-parties who may also gain access to them, even outside EU countries. Such data processing is based on our legitimate interest to retrieve statistical and technical information about the use of our website, and on legitimate interest to display the most relevant marketing information to those who have visited our website.

By using our website, you acknowledge our right to use technical and analytical cookies based on our legitimate interest. You can control the storing of cookies or delete the already stored cookies easily any time by clicking the “Cookie Settings” in your web browser. You can read more about achieving your desired setting in the manual provided by the browser of your choice and use.

By using our website you consent to our storing of cookies for marketing purposes. Please, make note that the current list of cookies used on this website may change over time. Should you wish to be brought up to date about the detailed use of cookies, go to the following address molekula.studio/en/cookies.



Currently used cookies

Analytics cookies

Name	Usage	Expiration
_gat	Used to throttle request rate.	1 minute
_ga	Used to distinguish users.	2 years
_gid	Used to distinguish users.	24 hours
_hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	365 days
_hjIncludedInPageviewSample	This cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate Funnels.	session

Marketing cookies

Name	Usage	Expiration
_fbp	Used to distinguish and keep track of unique users	90 days

Additional information on used cookies

We use the Google Analytics and Adwordstools, services provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, California, United States of America (hereinafter referred to as “Google”) for our website traffic analysis purposes. Google Analytics also make use of cookies. The information on the use of our website generated by the cookies file is in this case transferred and stored on Google servers in the USA. Google has the right to use this information for purposes of analysis of the use of websites and reporting on the visitors’ activities, as well as for purposes of providing other services related to the activities on websites and the use of internet in general. Google has the right to provide 3rd-parties with such information, in case this is required by legal regulations or in case that such 3rd-party processes the data for Google. Google does not have the right to link the visitor’s IP address to any other data available. By using our website, you consent to the data being processed by Google in the manner of and for purposes described above. To prevent Google Analytics from using your data, you can use the Google Analytics opt-out browser, available here: <https://tools.google.com/dlpage/gaoptout>. This tool must be installed as your web browser add-on. You can also set up your ad preferences via the Google Adwords Ad Preferences tool.

Our website also uses the “Facebook Custom Audience“ and “Facebook Pixel”, products from Facebook Ireland Ltd., Hanover Reach, 5-7 Hanover Quay, Dublin 2, Ireland (hereinafter referred to as „Facebook“). Facebook Pixel makes a direct connection call to Facebook servers. The information that you have visited our website is thus transferred to the Facebook company. Facebook will then assign this information to your personal user profile on Facebook, should you have such profile set up and be logged in. If you visit other websites using the “Facebook Custom Audience/Facebook Pixel” services, this information will also be connected to your user profile. If you are not a Facebook user, or if you are not logged into your Facebook user profile during your visit on our website, the visit will not be assigned to any Facebook profile. Further information on your privacy protection on Facebook can be found as part of the GDPR on Facebook at <https://www.facebook.com/about/privacy/>.