



THE COOKIE POLICY OF THE JOHN NURMINEN FOUNDATION

This cookie policy for the John Nurminen Foundation and its subsidiary Baltic Sea Services Oy's was written on 4 December 2020 and updated on 22 November 2022. In this cookie policy, we describe the cookies and similar technologies that we use on our websites johnnurmisenfaat.io, puhdasmeri.fi, itameripaiva.fi, oursea.fi, seabasedmeasures.eu, sustainablebiogas.eu, nutritradebaltic.eu and kauppa.johnnurmisenfaat.io (hereinafter the “websites”). In this cookie policy, we provide you with the information you need to decide whether or not you want to store cookies on your device. We use cookies on our websites to improve and develop our user experience and to target relevant marketing to website visitors.

This cookie policy forms an integral part of our privacy policy. You can find more information about this and your legal rights in our privacy policy, which you can read [here](#).

1. What are cookies?

Cookies are small text files that your internet browser stores on your computer, mobile device or any other device that you use to view websites. In accordance with privacy protection legislation, cookies may only be stored on your device with your consent, with the exception of certain essential cookies that are specified below.

2. What kinds of cookies are used on JNF's websites and for what purpose?

Persistent and session cookies

JNF's websites use both persistent and session cookies. A persistent cookie will remain on your device after you close the browser and will remain valid until its expiry date (unless the user removes it before the expiry date). A session cookie will cease to be valid as soon as the session ends, that is, when you close the browser.

Essential and non-essential cookies

The cookies used on our websites may be divided into essential and non-essential/marketing cookies.

- **Essential cookies:** JNF's websites use cookies that are essential for the website to function properly. On our websites, these cookies are used in functions such as managing shopping baskets and remembering language settings. If you do not accept essential cookies, you will not be able to use all of the features of our websites. Essential cookies are listed in Section 3.
- **Non-essential/marketing cookies:** JNF's websites also use non-essential cookies, such as marketing and analytics cookies. These cookies have a variety of purposes, such as measuring how our websites are used, developing the user experience on our websites, and targeting marketing. Non-essential/marketing cookies are listed in Section 3.

First- and third-party cookies

JNF's websites use both first- and third-party cookies.

- **First-party cookies:** First-party cookies refer to cookies that are stored by the website that you visit.
- **Third-party cookies:** JNF's websites also have third-party cookies that have been installed by a third party of some kind. Third-party cookies are used in connection with activities such as analytics and marketing.

3. Cookies

The table below shows the purpose, type and duration of cookies. The table also states whether the cookie in question is a first- or third-party cookie.

For the online store (kauppa.johnnurmisen-saatio.fi), information about cookies can be found [here](#).

Cookie	Purpose	Type	Duration	Owner
store_notice[notice id]	Displaying alerts	Essential	Session	First-party
wp-wpml_current_language	Website language setting functionality	Essential	1 day	First-party
wp-wpml_current_admin_language_{hash}	Website language setting functionality	Essential	1 day	First-party
_icl_visitor_lang_js	Website language setting functionality	Essential	1 day	First-party
wpml_browser_redirect_test	Website language setting functionality	Essential	1 day	First-party
uuid2	Marketing	Non-essential	385 days	Third-party
vuid	Monitoring videos from Vimeo	Non-essential	386 days	Third-party
_ga	Analytics	Non-essential	386 days or two years, depending on the website.	Third-party
_gid	Analytics	Non-essential	1 or 385 days, depending on the website.	Third-party
_fbp	Marketing	Non-essential	3 months or 385 days, depending on the website.	Third-party
fr	Marketing	Non-essential	3 months or 385 days, depending on the website.	Third-party
_gat_UA-34880734-37	Analytics	Non-essential	385 days	Third-party
_gat_UA-142809855-1	Analytics	Non-essential	385 days	Third-party
_gat	Analytics	Non-essential	1 day	Third-party
_hjAbsoluteSessionInProgress	Analytics	Non-essential	1 day	Third-party

_hjid	Analytics	Non-essential	1 year	Third-party
_hjIncludedInPageviewSample	Analytics	Non-essential	1 day	Third-party
_hjFirstSeen	Analytics	Non-essential	1 day	Third-party
ads/ga-audiences	Marketing	Non-essential	Session	Third-party
IDE	Marketing	Non-essential	2 years	Third-party
test_cookie	Marketing	Non-essential	1 day	Third-party
tr	Marketing	Non-essential	Session	Third-party
VISITOR_INFO1_LIVE	Marketing	Non-essential	179 days	Third-party
YSC	Marketing	Non-essential	Session	Third-party
yt-remote-cast-installed	Marketing	Non-essential	Session	Third-party
yt-remote-connected-devices	Marketing	Non-essential	Session	Third-party
yt-remote-device-id	Marketing	Non-essential	385 days	Third-party
yt-remote-fast-check-period	Marketing	Non-essential	Session	Third-party
yt-remote-session-app	Marketing	Non-essential	Session	Third-party
yt-remote-session-name	Marketing	Non-essential	Session	Third-party
anj	Marketing	Non-essential	455 days	Third-party

The data collected by cookies may be transferred to our service providers, such as our website providers, in order to develop our activities and improve our user experience.

4. Third-party cookies, social media plugins and web beacons

Third-party cookies

When it comes to the third-party cookies used on our websites, you should check the privacy policy and cookie policy of the third party in question to see how they use their cookies. You can read:

- Google's privacy policy [here](#). You can also find out more about Google Analytics on the [Google Analytics website](#). You can block the Google Analytics service by installing the following add-on to your browser: [Google Analytics opt-out add-on](#).
- Read Facebook's privacy policy [here](#).
- Read Vimeo's privacy policy [here](#).
- Read Hotjar's privacy policy [here](#).
- Read Appnexus' privacy policy [here](#).
- Read Sanoma's privacy policy [here](#).

Social media plugins

Our websites may also have social media plugins. The purpose of these social media plugins is, for example, to enable website visitors to share our content in their social media accounts (if they so wish). Please note that if you share our website content to a third-party site, such as Facebook, this third party may receive technical information about your browser, IP address and the websites you visit.

The services provided by plugin service providers are subject to the practices, terms and conditions of use and other terms and conditions that are specified in each service provider's own privacy policy. The following links will take you to the privacy policies of those service providers whose plugins we use on our websites:

[Facebook](#)

[Twitter](#)

[Linkedin](#)

[Youtube](#)

Web beacons

JNF may also use other technology that performs similar functions to cookies, such as a variety of web beacons. A web beacon may, for example, be an invisible file the size of one pixel that can be included on a website or in an email.

The delivery system for our digital newsletter is one area in which we utilise web beacons. The web beacon lets us know whether you have opened the newsletter, what news items you have opened from the newsletter, the number of newsletters that you have opened, your IP address, and the time when you opened a newsletter or news item. We use this information in our marketing, so that we can develop the content of our newsletter and better reach those who are interested in our activities. Subscribing to the newsletter is voluntary, and you can cancel your subscription at any time.

Please note that the information collected via third-party cookies, social media plugins and web beacons may be surrendered to third parties for their use, and may also be sent to and stored on servers outside the European Economic Area, such as the United States.

5. Changing cookie settings

When you arrive on our website, you can choose whether or not to accept cookies.

The majority of browsers also enable you to manage the aforementioned cookies in the browser settings. By changing your browser settings, you can prevent cookies from being received. Please note that if you change the cookie settings for your browser, or block cookie use on your browser or device, our websites may not necessarily work as well as intended and you may find that some of their features are not available to you.

The exact method for blocking cookies or changing your cookie settings will vary depending on your browser. The following links will provide information on how to change your cookie settings in the most popular browsers:

[Safari](#)

[Google Chrome](#)

[Internet Explorer](#)

[Mozilla Firefox](#)

You can read more about cookies at:

<https://www.kyberturvallisuuskeskus.fi/en/our-activities/regulation-and-supervision/confidential-communications>

6. Contact

If you have any questions about cookies or this cookie policy, you can always contact us by email at rekisteri@jnfoundation.fi.