

SoundsUp Cookie Policy

We use cookies to give you the best online experience. By continuing on this website, you consent to this use. Read more about how to disable cookies [here](#).

Consent

By using this website and music library you consent to the use of cookies in accordance with this policy for cookies. You will have seen a pop up banner on your browser the first time you visited the website, although it will not usually appear on subsequent visits, you may withdraw your consent at any time by following the instructions below.

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating web domain on your subsequent visits to that domain. Most web pages contain elements from multiple web domains so when you visit the Website, your browser may receive cookies from several sources. Cookies are useful because they allow a website to recognise a user's device. Cookies allow you to navigate between pages efficiently, remember preferences and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites. Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example to remember your user preferences when you return to the site).

Disabling cookies

If you do not agree to the use of these cookies please disable them by following the instructions for your browser or use the automated disabling tools where available. Please note that some of the services will not function so well if cookies are disabled.

Where the organisation setting the cookie provides an automated disabling tool in respect of its cookie(s) we list the name of that organisation, the category of cookies it sets together with a link to its automated disabling tool. In all other cases, we list the names of the cookies themselves and their source at the date of this policy so that you can easily identify and disable them if you want through your browser controls. Some browsers make it possible for you to signal that you do not want your internet browsing activity to be tracked. Disabling tracking may interfere with your use of the website and the services provided on the website. After your initial visit to the website we may change the cookies we use. This policy will always allow you to know who is placing cookies, for what purpose and give you the means to disable them so you should check it from time to time.

What type of cookies does SoundsUp use?

Below is a description of the categories of cookies that SoundsUp uses.

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<i>Cookie name and domain name</i>	<i>Source</i>	<i>Purpose</i>	<i>Data stored in the cookie</i>	<i>How long is it saved on the web browser</i>
sessionId (.soundsup.io)	SoundsUp	Identify the account of a logged in visitor.	The id of the current session.	14 days
CsrfToken (.soundsup.io)	SoundsUp	Help protect a site against a particular type of software attack on web forms.	A unique id.	1 year
History (.soundsup.io)	SoundsUp	Aggregate listening history	List of songs in Javascript array format	Unlimited
Auth (.soundsup.io)	SoundsUp	Identify the account of a logged in visitor	Unique encoded string that contains email and role	Unlimited

The cookies listed below are essential in order to enable you to move around the website/music library and use its features. Without these cookies, services you have asked for (such as using the music player or the website etc.) cannot be provided.

Performance cookies

We make use of analytic cookies to analyse how our visitors use our website and to monitor website performance. This allows us to provide a high quality experience by customising our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages. We might also use these cookies to highlight articles or site services that we think will be of interest to you based on your

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usage of the website. The information collected by these cookies is not associated with your personal information by us or by our contractors. The following Google Analytics, other third party provider cookies and our own cookies are used.

The following analytic cookies from Google Analytics and our own cookies are used.

<i>Cookie name and domain name</i>	<i>Source</i>	<i>Purpose</i>	<i>Data stored in the cookie</i>	<i>How long is it saved on the web browser</i>
<code>__ar_v4</code> (.soundsup.io)	Google DoubleClick advertising service	Helps with tracking conversion rates for ads.	A unique identifier.	14 days
<code>_esus</code> (.soundsup.io)	SoundsUp	Determine type of acquisition channel of the visitor.	A descriptive variable of the type of acquisition channel, e.g. a campaign.	1 month
<code>_esusx</code> (.soundsup.io)	SoundsUp	Specify details regarding the visitor acquisition channel.	A descriptive variable of the type of acquisition channel details, e.g. the name of a specific campaign.	1 month

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<code>_ga</code> (.soundsup.io)	Google Universal Analytics	Distinguish unique users.	A randomly generated number as a client identifier.	2 years
<code>_gid</code> (.soundsup.io)	Google Universal Analytics	Distinguish unique users.	Stores and update a unique value for each page visited.	1 day
<code>_hjIncludedInSample</code> (.soundsup.io)	Web analytics functionality and services.	Indicates that the visitor is included in an audience sample.	A boolean variable indicating TRUE or FALSE.	Unlimited
<code>_uetsid</code> (.soundsup.io)	Web analytics functionality	Analytics tool	A unique identifier of a visit.	Unlimited
<code>nQ_cookieId</code> (.soundsup.io)	Albacross	Analytics tool to help identify potential B2B customers.	A unique identifier of a cookie.	Unlimited
<code>nQ_visitId</code> (.soundsup.io)	Albacross	Analytics tool to help identify potential B2B customers.	A unique identifier of a visit.	Unlimited

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<p>_vis_opt_exp_EXPERIMENT_ID D_goal_GOAL_ID _vis_opt_test_cookie _vis_opt_exp_EXPERIMENT_ID D_combi _vis_opt_exp_EXPERIMENT_ID D_exclude _vis_opt_exp_EXPERIMENT_ID D_split_vis_opt_s _vis_opt_out_vwo_uuid</p> <p>(.soundsup.io)</p>	<p>Web A/B-testing, analytics functionality and services from Visual Website Optimiser</p>	<p>Cookies to handle test sample groups and ensuring that users see the same variations in a test.</p>	<p>More information about Visual Website Optimiser cookies</p>	<p>100 days</p>
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Website functionality cookies

We make use of cookies to provide you with certain functionality. For example, to remember choices you make (such as your user name, language or the region you are in), or to recognise the platform from which you access the site, and to provide enhanced and more personal features. These cookies are not used to track your browsing on other sites.

The following functional cookies are used.

<i>Cookie name and domain name</i>	<i>Source</i>	<i>Purpose</i>	<i>Data stored in the cookie</i>	<i>How long is it saved on the web browser</i>
<p>sessionId (.soundsup.io)</p>	<p>SoundsUp</p>	<p>Identify the account of a logged in visitor.</p>	<p>The id of the current session.</p>	<p>14 days</p>
<p>CsrfToken (.soundsup.io)</p>	<p>SoundsUp</p>	<p>Help protect a site against a particular type of software attack on web forms.</p>	<p>A unique id.</p>	<p>1 year</p>

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HTML e-mail web beacons

Our emails may contain a single, campaign-unique “web beacon pixel” to tell us whether our emails are opened and verify any clicks through to links within the email. We may use this information for purposes including determining which of our emails are more interesting to you, to query whether users who do not open our emails wish to continue receiving them. The pixel will be deleted when you delete the email. If you do not wish the pixel to be downloaded to your device, you should select to receive emails from us in plain text rather than HTML.

Use of addresses and web logs

We may also use your IP address and browser type to help diagnose problems with our server, to administer our website and to improve the service we offer to you. An IP address is a numeric code that identifies your computer on the internet. Your IP address might also be used to gather broad demographic information.

We may perform IP lookups to determine which domain you are coming from (e.g. google.com) to more accurately gauge our users’ demographics.

This policy does not cover third party websites

Please note that this cookie policy does not apply to, and we are not responsible for, the privacy practices of third party websites which may be linked to this website.

Changes to the Cookies Policy

We may update this cookie policy and we would encourage you to review the policy from time to time to stay informed of how we are using cookies.