

# Cookie policy

---

April 23, 2026

## 1. Introduction

By using our website, you consent to our use of cookies and related methods as described below. This cookie policy explains what cookies are, how we use them, what types of cookies we use and how you can manage your cookie preferences.

## 2. Cookies

Cookies are small text files that are placed on your device (computer, smartphone, tablet) when you visit a website. They are used to make the website work efficiently and to provide information to the website's owner.

Types of cookies based on duration:

- Session cookies – Deleted when you close your browser
- Persistent cookies – Remain on your device for a specified time

Types of cookies based on origin:

- First-party cookies – Set by Cell Impact AB
- Third-party cookies – Set by external services (e.g. Google Analytics)

## 3. Legal framework

Our website uses cookies to improve the user experience. We only store non-essential cookies after obtaining your explicit consent, in accordance with GDPR and other requirements.

Legal basis:

- Necessary cookies: Legitimate interest (technical necessity)
- Non-essential cookies: Your explicit consent

## 4. Cookie banner and consent

You will be presented with a cookie banner that allows you to: accept all cookies, reject non-essential cookies and manage preferences per category. We do not use pre-ticked boxes or misleading design. Consent can be withdrawn at any time.

Your choices:

- Accept all cookies
- Accept only necessary cookies
- Customise your preferences per category
- Change your consent at any time

## 5. Categories of cookies

### 5.1 Necessary cookies

These cookies are needed for the website to function technically and functionally and must therefore be accepted to visit the website. These cookies cannot be switched off and are necessary for basic functions such as security, network management and accessibility.

Examples of necessary cookies:

Cookie name	Provider	Purpose	Duration
abck	Akamai	Akamai Bot Manager, used to prevent denial of service attacks	11 months, 30 days
bm_sz	Cloudflare	Used to distinguish between humans and bots and help with fraud prevention	4 hours, 1 minute
cc_cookieConsent	CookieTractor	Used to save your given cookie consents between website visits	11 months, 30 days
ARRAffinity	Azure Cloud Platform	Used for load balancing to ensure that the visitor's page requests are routed to the same server	When the browser is closed
ARRAffinitySameSite	Azure Cloud Platform	Used for load balancing in Azure environment with SameSite attribute	When the browser is closed

### 5.2 Visit statistics (Analytical cookies)

These cookies are used to collect statistics about visitors, which pages they visit and what they do on the website. These cookies help us understand how visitors interact with the website by collecting and reporting information anonymously.

Examples of analytical cookies:

Cookie name	Provider	Purpose	Duration
_ga	Google Analytics	Used by Google Analytics to distinguish unique users and track visitor interactions with the website. Enables data collection about user behaviour such as page views and session length	1 year, 1 month
ga.*	Google Analytics	Used to store and track visits to websites	1 year, 1 month
hjSession*	Hotjar	A cookie containing current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session	2 hours, 30 minutes
_hjSessionUser*	Hotjar	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. Used to persist the Hotjar user ID, unique to that website in the browser	11 months, 30 days

We use tools such as Google Analytics (aggregated, anonymised data) and Google Search Console.

### 5.3 Marketing

These cookies are used to track visitors across different digital channels in order to display personalised adverts and marketing. These cookies are used to show adverts that are more relevant to you and your interests. They can also be used to limit the number of times you see an advert.

Examples of marketing cookies:

Cookie name	Provider	Purpose	Duration
._mcid	Mailchimp	Cookie set by Mailchimp to enable behavioural advertising and analysis of Google	11 months, 30 days
._mc_anon_id	Mailchimp	Used to evaluate UI/UX interaction with the platform	When the browser is closed

## 6. Use of cookies

We use cookies for the following purposes:

Necessary functions:

- Ensure the website's security and prevent attacks
- Manage load balancing and technical performance
- Remember your cookie preferences

Improve user experience:

- Analyse how visitors use the website
- Identify technical problems and areas for improvement
- Understand which pages and content are most popular

Marketing and communication:

- Display relevant adverts based on your interests
- Measure the effectiveness of marketing campaigns
- Personalise content and offers

## 7. Third-party cookies

We use third-party services that may set their own cookies. These parties have their own privacy policies:

- Google Analytics: [business.safety.google](https://business.safety.google)
- Hotjar: [help.hotjar.com](https://help.hotjar.com)
- Mailchimp: [intuit.com](https://intuit.com)
- Cloudflare: [cloudflare.com](https://cloudflare.com)
- Akamai: [akamai.com](https://akamai.com)
- Azure/Microsoft: [azure.microsoft.com](https://azure.microsoft.com)

## 8. Managing cookies

You can disable cookies via your browser settings. Please note: This may affect the website's functionality.

Change your cookie preferences:

- Use our cookie banner to change your preferences at any time
- Click on "Manage cookies" at the bottom of the website

Block cookies in your browser:

- Chrome: Settings > Privacy and security > Cookies and other site data
- Firefox: Settings > Privacy and security > Cookies and site data
- Safari: Settings > Privacy > Cookies and website data
- Edge: Settings > Cookies and site permissions

Please note: If you block all cookies, certain functions on the website may stop working properly.

Opt-out from specific services:

- Google Analytics: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout)
- Hotjar: [www.hotjar.com/policies/do-not-track](https://www.hotjar.com/policies/do-not-track)

## 9. Do not track (DNT)

We respect "Do Not Track" signals from browsers. If you have enabled DNT, we will not set non-essential cookies without your explicit consent.

## 10. Updates

Our cookie list is updated regularly through automatic scanning of the website with CookieTractor. This ensures that the list is always current and correct.

## 11. Your Rights

You have the same rights regarding cookies as for other personal data processing:

- Right to withdraw consent at any time
- Right to information about which cookies are used
- Right to delete cookies from your device
- Right to object to the use of cookies

## 12. Changes

We may update this cookie policy to reflect changes in our use of cookies or for legal reasons. All changes will be published on this page with an updated date.

## 13. Contact

If you have questions about our use of cookies, contact us:

Email: [privacy@cellimpact.com](mailto:privacy@cellimpact.com)

Cell Impact AB [Källmossvägen 7A, 691 52 Karlskoga].

## About Cell Impact

Cell Impact AB (publ) is a global supplier of advanced flow plates to fuel cell and electrolyzer manufacturers. The company has developed and patented a unique method for high velocity forming, Cell Impact Forming™ which is significantly more scalable and cost-efficient compared to conventional forming methods. Cell Impact Forming is an environmentally friendly forming technology that consumes no water and very little electrical power.

The Cell Impact share is listed on Nasdaq First North Growth Market and FNCA Sweden AB is the company's Certified Advisor (CA).