

## Updated: 5/15/2026

This Cookie Policy explains how GoodData ("**GoodData**", "**we**", "**us**", and "**ours**") use cookies and similar technologies to recognise you when you visit our websites, such as [www.gooddata.ai](http://www.gooddata.ai) ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

## What are Cookies?

Cookies are small data files containing small amounts of information that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to function more efficiently, as well as to provide reporting information. Cookies help us to remember things about your visit to our Website, such as your preferred language and other choices/settings and generally make the site easier for you to use. They may also be used to deliver advertisements that are relevant to you.

Cookies set by the website owner (in this case, GoodData) are called "**first party cookies**". Cookies set by parties other than the website owner are called "**third party cookies**". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites. "**Persistent cookies**" are activated each time that you visit the Website and remain on your device for the period of time specified in the cookie. "**Session cookies**" are activated when you open the browser window and finish when you close the browser window; once you close the browser, all session cookies are deleted.

## Why do we use cookies?

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "strictly necessary" cookies. We use these strictly necessary cookies to:

- log you into our Website;
- to protect your security;
- to help us detect and fight spam, abuse and other activities that violate GoodData's user agreements and term; and
- to authenticate your access to the Website.

Other cookies remember information about your browser and your preferences. For example, cookies help us remember your preferred language or the country that you are in. We can then provide you with content in your preferred language without having to ask you each time you visit our Websites.

Cookies also enable us to track and target the interests of our users to enhance the experience on our Websites. For example, these types of cookies help us test different versions of our Websites to see which particular features or content users prefer.

To help us better understand how people use our Websites, certain third parties serve cookies through our Websites for advertising, analytics and other purposes. This is described in more detail below. We don't release the information collected from our own cookies to any third parties, other than to our service providers who assist us in these cookie activities.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below:

## COOKIE TABLE

Types of cookie	Use of cookies	Who serves these cookies on our Website?
<p><b>Strictly necessary cookies:</b> These cookies are strictly necessary to provide you with services available through our Websites, to analyze traffic and to use some of its features, such as access to secure areas.</p>	<p>We use these "Strictly necessary" cookies to:</p> <ul style="list-style-type: none"> <li>• Identify you as being logged in to the website and to authenticate you</li> <li>• Make sure you connect to the right service on the website when we make any changes to the way it works</li> <li>• For security purposes</li> <li>• Make sure you connect to the right service on the website when we make any changes to the way it works</li> </ul>	<p>HubSpot ZeroBounce Intercom</p>
<p><b>Website and Content Experience cookies:</b></p> <p>These cookies provide us with information on how our Websites are being used, to help us improve the quality and relevance of content we place on our Websites. Additionally, they also allow us to show you embedded videos, remember your preferences and actions, so that the Websites do not bother you with the same request repeatedly (e.g. filling a form to download a PDF file) and provide feedback about such actions to our affiliated entities.</p>	<p>We use 'Website and Content Experience' cookies to:</p> <ul style="list-style-type: none"> <li>• Remember settings you've applied such as layout, text size, preferences and colors</li> <li>• Remember if we've already asked you if you want to fill in a survey</li> <li>• Remember if you have engaged with a particular component or list on the website so that it won't repeat</li> <li>• Show you when you're logged in to the website</li> <li>• To provide and show embedded video content</li> <li>• Carry out web analytics: Provide statistics on how the website is used</li> <li>• Perform affiliate tracking: Provide feedback to affiliated entities that one of our visitors also visited their site</li> <li>• Obtain data on the number of users of the website that have viewed a product or service</li> </ul>	<p>Google Analytics G2 HubSpot FigPii Storylane Intercom Microsoft Clarity</p>

- Help us improve the website by measuring any errors that occur
- Test different designs for the website
- Operate our website AI Agent

Microsoft Clarity plugin is operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. Find an overview of Microsoft Clarity at: <https://clarity.microsoft.com>. You can find out more about the purpose and scope of the data collection as well as about the processing and use of your data by Microsoft here: <https://privacy.microsoft.com/privacystatement>.

**Analytics and Communications cookies:**

Analytics cookies support IP enrichment, allowing us to identify general details such as your organization or geographic region based on your IP address. This information helps us understand engagement with interactive product demos and improve the relevance of our communications.

Communication cookies help us understand who visits our Website and how our content is used, so we can improve the user experience and provide more relevant marketing. They remember what content you visited, and support personalization of marketing communications (e.g., banners) that may appear on other websites.

When visiting our Website, plugins are embedded in a manner which ensures that a connection to the servers of the respective plugin provider will only be established if you click on the plugin. Your internet browser establishes a direct connection to the respective plugin provider's servers only when you activate the plugins. This way, the plugin provider receives information

We may use "Analytics and Communication" cookies to:

- Enable IP enrichment (e.g., identifying general organization or region from IP address).
- Display targeted ads within the website and once you leave our website.
- Improve how we deliver personalized ads and content, and to measure the success of ad campaigns on the website.

Communication cookies may be set through our website (first-party cookies) or by our third party advertising partners (third-party cookies).

We may use Communication cookies to track your browser across other sites, building up a profile of your interests and possibly other personal data - but we have ensured that this only happens if you have requested us to share information with the respective social network.

Our website uses social media plug-ins ("**Plugins**") by the following providers:

*X plugin* is operated by X Corp, 865 FM 1209 Building 2, Bastrop, TX, 78602, USA. Find an overview of X plugins at: <https://developer.x.com/en/docs/twitter-for-websites/tweet-button/overview>. You can find out more about the purpose and scope of the data collection as well as about processing and use of your data by X here: <https://x.com/en/privacy>

*LinkedIn plugin* is operated by LinkedIn Corporation, Building 1000(LSNS), 1000 W Maude Ave, Sunnyvale, CA 94085, USA. Find an overview of LinkedIn plugins at: <https://developer.linkedin.com/product-catalog/plugins>. You can find out more about the purpose and scope of the data collection as well as about processing and use of your data by LinkedIn here: <https://www.linkedin.com/legal/privacy-policy>

Storylane  
Medium  
GoogleAds  
Reddit  
X  
LinkedIn  
Facebook  
Quora

that your internet browser has accessed the respective site of our Website, even when you do not maintain a user account with the provider or are not logged in. Log files (including the IP address) are transmitted directly from your internet browser to a server of the respective plugin provider and may be stored there. This server may be located outside the EU or EEA (e.g. in the U.S.).

We have no influence on the scope of data gathered and stored by the plugin provider through the plugin. If you do not wish for the plugin providers to receive, save, and use data gathered through this Website, you should not use the respective plugins. You can also block the plugins from being loaded with browser add-ons (so-called script blockers).

*Facebook plugin* is operated by Meta Platforms, Inc., 1 Hacker Wy, Menlo Park, CA 94025, USA. Find an overview of Facebook plugins at: <https://developers.facebook.com/docs/plugins/share-button>. You can find out more about the purpose and scope of the data collection as well as about processing and use of your data by Meta here: <https://www.facebook.com/privacy/policy/>

## What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our Websites to another, to deliver or communicate with cookies, to understand whether you have come to our Websites from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning. Cookie Table provided above contains also information about the tracking pixels used on our Website.

## Do you use Flash Cookies or Local Shared Objects?

While we do not use Flash cookies, our Websites may also use HTML5 local storage capabilities (also known as Local Shared Objects or "**LSOs**") to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations.

Because web browser configurations differ in the way they accept or reject LSOs, and the storage location depends on the operating system, we recommend that you follow the guidance for their removal from your web browser and operating system provider.

## Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

Please note that to the extent advertising technology is integrated into our Website, you may still receive advertising content even if you opt-out of targeted advertising. In that case, the advertising content will just not be tailored to your interests.

## How can I refuse cookies?

Currently, our systems do not recognize browser “do-not-track” requests. You can, however, disable certain tracking as discussed in this section.

For strictly necessary cookies which are essential for our Website service, these cookies are required in order to deliver the Websites to you and you cannot refuse them. You can block or delete them by changing your browser settings however, as described below under the heading “**How can I control cookies?**”

For all other cookies, web beacons and LSOs, we require your consent. You may also refuse these cookies on GoodData’s Websites by following the instructions below under the heading “**How can I control cookies?**” Alternatively, some third parties allow you to refuse their cookies universally by using the following opt-out links: <http://www.aboutads.info/choices/> or <http://www.youonlinechoices.com>.

## How can I control cookies?

You have the right to decide whether to accept or reject cookies.

You can exercise your cookie preferences specific to GoodData Website in the GoodData Cookie Preference Center by clicking [here](#). You can also access the GoodData Cookie Preference Center at any time by clicking the “Cookie Settings” link at the bottom of any GoodData Website page. Your personal cookie preferences set in the GoodData Cookie Preference Center will be limited to first and third party cookies on GoodData Website only, and must be set for each device used to access GoodData Website. For GoodData services provided to you via third party websites (including GoodData Portals), You can exercise your cookie preferences directly on the third party provider’s website.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser’s help menu for more information.

- Google Analytics is a web analytics service provided by Google, Inc. (“Google”). Google uses cookies to help us analyze how users use the website. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on your activity for us and third parties who help operate and provide services related to the website. Google will not associate your IP address with any other data held by Google. You may refuse the use of these cookies by selecting the appropriate settings on your browser as discussed in this policy. However, please note that if you do this, you may not be able to use the full functionality of the website. Furthermore you can prevent Google’s collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB> or [here](#). Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html> or at [https://www.google.de/intl/en\\_uk/policies/](https://www.google.de/intl/en_uk/policies/).

In addition, most advertising networks offer you a way to opt out of targeted advertising. This opt out function relates to a device or browser; in case you use several terminal devices or browsers you must opt out on every device and in every browser used. Please note that tools may use so-called opt out cookies in order to remember your objection. Additionally, you can generally avoid the creation of usage profiles by deactivating cookie usage.

- Google Ads is provided by Google LLC located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Find further information on this tool [here](#). You may object to the collection or processing of your data by this tool by contacting Google using the [contact form](#).

If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youonlinechoices.com>. For further information on cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

We do not control any of the above opt-out links and are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

## How often will GoodData update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. We will notify you of any changes by posting the new Policy on our Website with a new effective date. If we make a material change to this Policy, we will take reasonable steps to notify you in advance of the planned change.

The date at the top of this Cookie Policy indicates when it was last updated.

If you have any questions about our Cookie Policy, please contact us at [privacy@gooddata.com](mailto:privacy@gooddata.com). For more information about our Privacy Policy, please review our privacy statement at [Privacy Policy](#).