

ESTO COOKIE POLICY

Updated 22 April 2026

This Cookie Policy supplements ESTO AS (hereinafter referred to as “ESTO” and “Us”, “We”, and “Our”) Privacy Policy and describes the different types of cookies that may be used by ESTO in connection with our websites. This Cookie Policy also describes how you can manage cookies.

We may update this Cookie Policy from time to time to reflect changes to our use of cookies. Please check the date at the top of the page to see when this Cookie Policy was last revised. Any changes to this Cookie Policy will become effective when we make the revised Cookie Policy available on our Website.

Should you have any questions or requests in relation to this Cookie Policy, you can contact us at info@esto.ee.

1. Cookies

ESTO uses on its websites the standard technology called “cookies.” Cookies are small bits of information that are placed on your computer or mobile device. Cookies are used in order to make websites work, or work in a better, more efficient way. Cookies remember information about your activities on our website to make your visits more enjoyable and valuable to you by providing a customized experience and recognizing your preferences when you visit our websites. Some cookies, known as ‘session cookies’, expire at the end of the browser session. Other cookies, known as ‘persistent cookies’, are stored on a computer or mobile device between browser sessions.

For more information about cookies, please visit www.cookiecentral.com or www.aboutcookies.org.

2. Types of Cookies We Use

Necessary

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Statistics

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Preferences

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Unclassified

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

For detailed information about the specific cookies used on each ESTO website — including their category, provider, purpose, and retention period — please refer to the Section 5 (“Cookies Table”) on the bottom of this document.

3. Third Party Cookies

Our websites allow third party cookies (e.g. from analytics service providers) whose webpages, extensions or other web solutions are linked on ESTO webpages or are integrated with ESTO webpages to be stored on the user’s device. ESTO does not have control over the third party cookies; the third party cookies are governed by the rules and regulations of the third parties.

4. Managing the Cookies

You can configure your preferences in our Cookie Management Tool to accept certain cookies, if you do not want to accept all cookies. You can also configure your preferences in your browser settings (consult your browser’s “help” menu to learn how to remove or block cookies). You can find good and simple instructions on how to manage cookies on the different types of web browsers at www.allaboutcookies.org. The operating system of your device may contain additional controls for cookies.

Please note, however, that some aspects of our websites are designed to work using cookies. If you’ve chosen to disable cookies on your browser or mobile device, some of the functionality of our websites may be lost. Certain functions in our pages, particularly those that require a login and password, require that cookies be enabled in your browser and cannot be used when you have disabled cookies in your browser.

5. Cookies Table

Cookie name	Provider	Description	Category	Duration	Type
CookieConsent	Cookiebot	Stores the user's cookie consent choices.	Necessary	1 year	HTTP Cookie
RootCookieConsent	ESTO	Mirrors CookieConsent to the root domain so consent is shared across subdomains.	Necessary	1 year	HTTP Cookie
esto_session / esto_home_session	ESTO	Maintains user state during browsing.	Necessary	2 hours	HTTP Cookie
XSRF-TOKEN	ESTO	Prevents Cross-Site Request Forgery (CSRF) attacks.	Necessary	2 hours	HTTP Cookie
_cfuvid	Cloudflare	Load balancing and content delivery.	Necessary	Session	HTTP Cookie
test_cookie	Google (DoubleClick)	Checks whether the browser supports cookies.	Necessary	1 day	HTTP Cookie
test_rudder_cookie	RudderStack	Checks whether the browser accepts cookies.	Necessary	1 year	HTTP Cookie

Cookie name	Provider	Description	Category	Duration	Type
newsletter_modal_closed	ESTO	Remembers if the newsletter pop-up has been dismissed.	Necessary	2 months	HTTP Cookie
dmn_chk_*	PostHog	Routes the visitor to the correct PostHog server.	Necessary	Session	HTTP Cookie
__zlcmid	Zendesk	Stores the Zendesk Live Chat ID used to identify the device across visits.	Preferences	1 year	HTTP Cookie
__zld, __zlc, ZD-*	Zendesk	Stores Zendesk chat widget state and configuration.	Preferences	1 year	HTTP Cookie
_ga, _ga_*	Google Analytics	Distinguishes users and stores session data for Google Analytics 4.	Statistics	2 years	HTTP Cookie
_clk, _clsk, CLID, MUID	Microsoft Clarity	Session recording, heatmaps, and aggregated user-behaviour analytics.	Statistics	Up to 1 year	HTTP Cookie
ph_phc_*	PostHog	PostHog user and session identifiers used for product analytics.	Statistics	1 year	HTTP Cookie
ph_*_posthog	PostHog	PostHog internal session and event state.	Statistics	Session	HTTP Cookie
ph_*_window_id, ph_*_primary_window_exists	PostHog	PostHog window/session tracking state.	Statistics	Session	localStorage
rl_anonymous_id	RudderStack	Anonymous visitor identifier for the Customer Data Platform.	Statistics	1 year	HTTP Cookie
rl_session	RudderStack	Session identifier for the Customer Data Platform.	Statistics	1 year	HTTP Cookie
userLandingPage	ESTO	Tracks the page on which the user first landed (attribution).	Statistics	1 month	HTTP Cookie
_fbp	Meta (Facebook)	Facebook Pixel identifier used for advertising and conversion tracking.	Marketing	3 months	HTTP Cookie
_fbc, fr	Meta (Facebook)	Facebook ad attribution and click identifiers.	Marketing	3 months	HTTP Cookie
lastExternalReferrer, lastExternalReferrerTime	Meta (Facebook)	Stores the last external referrer URL and timestamp for advertising attribution.	Marketing	Persistent	localStorage

Cookie name	Provider	Description	Category	Duration	Type
_gcl_au	Google Ads	Used by Google Ads/AdSense for conversion measurement.	Marketing	3 months	HTTP Cookie
_gcl_ls	Google Ads	Google Ads conversion rate optimisation state.	Marketing	Persistent	localStorage
_ttp	TikTok	TikTok Pixel — cross-site user-behaviour and ad-attribution tracking.	Marketing	1 year	HTTP Cookie
ttcsid, ttcsid_*	TikTok	TikTok session identifiers used for ad and session tracking.	Marketing	1 year	HTTP Cookie
_tt_enable_cookie	TikTok	Controls whether TikTok tracking cookies are enabled.	Marketing	1 year	HTTP Cookie
tt_appInfo, tt_pixel_session_index, tt_sessionId	TikTok	TikTok pixel session state.	Marketing	Session	localStorage
_ENID, __Secure-ENID	Google	Used by Google ad services.	Marketing	6 months	HTTP Cookie