Cookie Policy

Last updated 13 November 2026

This policy applies to the blokki.ai website. On the website we only use necessary cookies unless you consent to others. You can change your choices at any time via the Cookie settings link in the website footer. Cookies used in the Blokki app are described in the product privacy notice.

What cookies are

Cookies are small text files stored in your browser when you visit a website. They allow the website to remember your choices and recognise your browser on your next visit. We also use similar technologies, such as tracking pixels, which this policy also refers to as cookies.

How we use cookies

- **Necessary cookies** keep the website working and secure and remember your cookie choices. These are always active.
- **Analytics cookies** tell us how the website is used, for example which content interests coaches. Active only with your consent.
- **Marketing cookies** help us show Blokki advertising on Facebook and Instagram to people who are likely to be interested and measure the results of our advertising. They also allow HubSpot to link your visits to our website to the contact details you give us in a form. Active only with your consent.

We use Google Consent Mode v2 in basic mode: Google Analytics is not loaded at all until you give your consent.

Cookies in use

Cookie	Service	Purpose	Category	Duration
CookieConsent	Cookiebot	Stores your cookie choices	Necessary	12 months
_ga	Google Analytics	Distinguishes visitors using a random identifier	Analytics	2 years
_ga_*	Google Analytics	Stores session state and campaign data	Analytics	2 years
__hstc	HubSpot	Main visitor tracking cookie: number and timing of visits	Marketing	6 months
hubspotutk	HubSpot	Identifies the visitor and links browsing history to details submitted in a form	Marketing	6 months
__hssc	HubSpot	Tracks a single session	Marketing	30 minutes

Cookie	Service	Purpose	Category	Duration
__hssrc	HubSpot	Detects whether the browser has been restarted	Marketing	Session
_fbp	Meta	Identifies the browser for ad targeting and measurement	Marketing	90 days
_fbc	Meta	Stores the click identifier of a Meta ad to measure results	Marketing	90 days
fr	Meta (facebook.com)	Ad targeting and frequency capping	Marketing (third party)	90 days

Cookiebot scans our website regularly, and we update this table when the cookies in use or their durations change.

If you have accepted marketing cookies and submit a form, HubSpot links your previous browsing on our website to the contact details you provide. This helps us offer you more relevant content.

Legal basis and transfers

Under the Finnish Act on Electronic Communications Services (917/2014), we may store non-necessary cookies in your browser only with your consent. The personal data collected with analytics and marketing cookies is likewise processed on the basis of your consent.

Meta is a joint controller with us for the data collected with the Meta Pixel. Google, HubSpot and Meta may process data in the United States. More information on recipients and transfers is available in our privacy notice.

Giving and withdrawing consent

When you first visit the website, we ask for your consent to non-necessary cookies. You can accept all, reject all or choose categories yourself. You can withdraw your consent as easily as you gave it: open Cookie settings in the website footer.

You can also delete or block cookies in your browser settings. Instructions are available on the support pages of, for example, Chrome, Safari and Firefox. Blocking necessary cookies may affect how the website works.

You can also manage Meta's ad settings in Facebook and Instagram ad preferences.

More information

Our **Marketing Privacy notice** describes the processing of personal data in more detail. Questions can be sent to support@blokki.ai.