

About Cookies

We make use of cookies on datema.se, datema.no and datemaretail.com ("the websites") as well as webshop.datema.se ("the web shop"). Cookies are small text files that are downloaded to your browser when you visit the websites or the web shop. The cookies are used to:

- make the websites function properly, and
- to remember your choices.

If you consent, cookies are also placed on your browser to:

- analyze how our websites are used, and
- show relevant ads from us on Facebook and other websites.

In this text, you can read about how we use cookies, e.g. why we do it and how you can avoid them. After your visit, certain cookies will continue to be stored in your browser ("persistent cookies"), while others only will be stored temporarily in the memory of your computer ("temporary cookies" or "session cookies"). The storage period for each cookie that we make use of is listed in the tables below.

We mainly use normal cookies such as "http cookies" but we also make use of a more advanced pixel cookie from Facebook. You can read more about it on their information site that we have linked to below.

How to avoid cookies

- Through the settings in your browser, you can **block** certain types of cookies. If you block certain types of cookies, your browser will automatically deny storage of these cookies or inform you each time a website (such as ours) requests to place a cookie.
- When you visit our website, you can choose **not to consent** to our use of certain cookies. Furthermore, you can withdraw your consent at any time.
- After visiting our website, you can **check and delete** the persistent cookies that have been placed on your browser. To help you do this, we have indicated the name of each cookie in the tables below.

You can easily block cookies that you have previously consented to. Other cookies are necessary for the functionality of the websites. If you block or delete such cookies, all functions of the websites and the web shop will not work as indicated and you will not be able to use all functions of the websites and the web shop. In the tables below, we have explained what happens if you block or delete such cookies.

Responsibility for the use of cookies

Datema Aktiebolag, a company registered in Sweden with company organization number 556175–8482, is responsible for the use of cookies on the websites and in the web shop.

Should you have any questions about our use of cookies, or if you wish to object to our use of cookies, please contact us. You can send an e-mail to info@datema.se or call our phone number +468-517 150 00. Our postal address Datema AB, Box 1492, 171 28 Solna, Sweden.

We use third party cookies from Facebook, Google and Vimeo on our websites. These third parties will use the information that is collected through the use of cookies for their own purposes. In the tables below, we have provided information about when so is the case as well as where you can find more information and what information they collect. [Google](#), [Facebook](#) and [Vimeo](#) all store information on servers in the USA and have been Privacy Shield certified to be able to transfer personal data outside the EU/EEA. In our [privacy policy](#) we provide more information about transfers of personal data outside of the EU/EEA.

You have the right to complain

If you want more information about cookies, permitted usage of cookies or wish to lodge a complaint regarding our use of cookies you can contact the supervisory authority for cookies. The supervisory authority in Sweden is the Swedish Post and Telecom Authority, which you find [here](#).

Your privacy is important to us

To protect your privacy, we have taken measures to avoid identifying you when you visit our websites. For instance, only an encrypted version of your IP address is stored so that we cannot track who you are. When information that can be connected to you as an individual, directly or indirectly, is processed, we process this information in accordance with our [privacy policy](#).

Cookies that you may consent to

These cookies are only used if you have consented to them. Your consent is of course voluntary, and you can withdraw it at all times.

To improve the website		
Purpose and description	Name of cookie	Storage period
<p>In order to analyse how you use our websites, cookies from Google's analytics service Google Analytics are placed on your browser. These cookies place a random ID on your browser to distinguish you as a visitor and see patterns in your usage of our website.</p> <p>We collect information about your encrypted IP address, your location and other information on how you use our website, e.g. what you click on, from which website you are browsing and how many times you have visited our website. The information is used to optimize functioning, loading speed and to modify the website to become better adapted to our visitors.</p> <p>You can avoid cookies from Google Analytics by downloading and installing this browser program.</p>	_gat	Cookie from Google, stored for one minute
	_gid	Cookie from Google, stored for 24 hours
	_ga	Cookie from Google, stored for two years
	collect	Pixel from Google, session cookie
<p><i>If you block/delete the above cookies, we will have less data to develop our website from.</i></p>		

To show you relevant offers and marketing

Purpose and description	Name of cookie	Storage period
<p>To show you relevant advertising when you visit other websites and Facebook and to follow up on such advertising, a cookie is placed from Facebook's marketing services.</p> <p>This means that you will see search results and advertising banners from us, based on your previous use of our website and other information that Facebook has about you (so called "profiling").</p> <p>Here you can make choices regarding the advertising you see from Facebook under the heading <i>ad settings</i>, and you can choose what advertising you would like to see on Facebook.</p>	_fbp	Cookie from Facebook, stored for three months
	fr	Cookie from Facebook, stored for three months
	tr	Pixel from Facebook, session cookie
<p>To show you relevant advertising and assess how you respond to ads and marketing, cookies from Google's marketing services are placed.</p> <p>The cookies control advertising banners that is shown and measures how you respond to ads by your behavior.</p> <p>You can make choices regarding your ad settings from Google here.</p>	IDE	Cookie from Google, stored for one year
	ANID	Cookie from Google, stored for one year
	NID	Cookie from Google, stored for six months
	CONSENT	Cookie from Google, stored for 20 years
	1P_JAR	Cookie from Google, stored for one month
	ads/ga-audiences	Pixel from Google, session cookie

If you block/delete these cookies, you will see advertising less adapted to your preferences.

Cookies that are placed when you use the websites and the web shop

These cookies are placed on your browser when you use our websites and the web shop. These cookies are necessary in order for us to provide a service you have explicitly requested and therefore your consent is not required for our use of these cookies.

To remember your choices		
Purpose and description	Name of cookie	Storage period
To remember if the user has accepted the privacy policy in the web shop , this cookie is used.	haveReadInfoBanner	Cookie stored for ten years after your visit
To remember you as a user in the web shop , and for instance the orders that have been made between calls, this cookie is used to identify you as a user.	JSESSIONID	Session cookie
To remember that you have accepted the placement of cookies that require consent, this cookie from Cookiebot is used.	CookieConsent	Cookie from Cookiebot, stored for one year after your visit
<p><i>If you block/delete these cookies, we cannot remember your choices and show you a version of the web shop or website that is not adapted to you. Furthermore, we need to collect information again the next time you visit the web shop.</i></p>		

For the functionality of the websites and the web shop

Purpose and description	Name of cookie	Storage period
In order to make the embedded video player on the websites work , this cookie from Vimeo is used.	vuid	Cookie from Vimeo, stored for two years
In order to distinguish between humans and bots , this cookie from Google is used.	Rc::c	Cookie from Google, session cookie
To increase the security in the web shop by preventing XSRF attacks, these cookies are used.	node uisc	Cookies stored for ten years after your visit
In order to make the web shop support functionality to determine if login is done from a different device than previously.	already.logged.in	Cookie stored for ten years after your visit

If you block/delete these cookies, the websites and the web shop will not work as intended.