

BILTEMA COOKIE POLICY

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What are cookies and other similar storage technologies?

On Biltema Sweden AB, org. nr 556297-3320, the (Biltema) website below, cookies and other similar storage technologies are used.

Cookies are small text files stored on the visitor's computer. Other storage technologies (such as pixels) are used for similar purposes and enable cookie recognition and other types of device identifiers. Cookies enable Biltema to follow what visitors do on our website, make our website work more efficiently, and personalize the website's content and relevant marketing through other platforms.

There are two main types of Cookies: permanent cookies that remain on your computer for a certain period of time before being deleted, and session cookies that are stored temporarily in your computer's memory while you are on a web page. Session cookies disappear when you close your browser.

Cookies may be sent to you either from the website you visit (so-called first-party cookie) or from another organization that delivers services to the website you visit, such as an analytics and statistics companies, resellers, social media, marketing companies, etc. (so-called third-party cookie). To improve your experience of our website, Biltema allows third-party cookies. Third-party cookies are set by third parties and used by them. For more information about their cookie usage, please refer to the respective company's cookie policy.

Permanent Cookies are used, among other things, to store visitors' personal settings with Biltema so that you as a visitor e.g. do not have to make certain choices every time you visit the website and to customize and make information as relevant as possible. Session cookies are used, among other things, for the purpose of recording statistics on the use of the website.

Biltema also uses server-side tracking for analysis and marketing purposes. This means that certain events on the website are first collected via technology on the website and can then be forwarded via a server-based solution provided by Stape on behalf of Biltema to our analysis and marketing partners.

The purpose of this solution is to improve measurement, attribution, data quality and the ability to evaluate the effect of our marketing efforts in different markets. This technology does not change which categories of cookies are used, but means that in some cases the collected information is processed and forwarded via a server-based solution before being shared with the relevant partner.

Definitions

This cookie policy uses the following definitions.

"Cookie" is the cookies and other storage technologies used on the website for similar purposes.

"Partners" are companies approved by Biltema that have entered into agreements with us to sell and provide their products and services through the Website.

The "website" includes the biltema.xx website and related pages biltema.com.

How do we use Cookies?

Biltema stores certain Cookies on your device that are necessary to use the website. For other purposes, your consent is required.

Biltema uses Cookies to improve the experience of the website and for the following purposes;

- Safety
- For analysis and statistics
- To personalize the website
- To target ads and create relevant audiences for marketing purposes on the website, with our marketing partners and social media.

For analysis and marketing purposes, Biltema may also use server-based tracking. This means that information related to your visit, interactions and completed conversions may be processed in a server-based solution before being shared with our analysis and marketing partners.

This processing is used to improve the reliability of measurement and reporting, reduce loss of measurement data and improve the quality of conversion data.

Necessary

Necessary Cookies (also called Functional Cookies) allow you to use the website by enabling basic features and technologies, such as page navigation, the login procedure to personal accounts or whatever you have chosen to place in your shopping cart. The Website cannot function as intended without these Cookies and this type of Cookie does not collect information about what you as a visitor search for or look for on the Biltema website.

Security

We use Cookies to manage, protect both Biltema and the visitor and develop our systems and services safely and securely.

Analysis and statistics

Analytics and statistical cookies are used to facilitate analysis of the number of visitors to the website and to improve the customer experience when you visit our website, etc. This means that we may share and transfer personal and other information. Please note, however, that we do not process, share or transfer sensitive personal data.

Biltema may use both client-based and server-based measurement for these purposes. This means that certain information about how the website is used may be collected on the website and then processed in a server-based solution before being shared with our analytics providers.

Personalization

Personalization Cookies provide us with information about how you use our website, your purchasing history, what content you have sought and are interested in, etc. in order to offer you a more relevant experience of our website tailored to your preferences. This means that we may share personal and other information. Please note that we do not process, share or transfer sensitive personal data.

Marketing

We use cookies and similar technologies to display advertisements, campaigns, communications and offers that we believe are relevant to you. For this purpose, we may share and transfer personal data and other information to our marketing partners.

Biltema may also use server-based tracking to forward information about, for example, page views, interactions and conversions to platforms for advertising and measurement.

To improve the quality of our conversion measurement, Biltema may also use so-called enhanced conversions. This means that customer data that you provide yourself in connection with, for example, purchases or forms, such as email address, telephone number or address information, may, where applicable, be converted, for example by hashing, into a protected technical format before being shared with the relevant platform to improve matching, attribution and measurement of conversions. Google's documentation describes Enhanced Conversions as a function for improved conversion measurement with hashed first-party data.

We do not process, share or transfer sensitive personal data for these purposes.

Privacy Policy - Categories of personal data and information

This Privacy Policy applies Biltema Sweden AB when Biltema Sweden AB provides services and products in conjunction with purchases, customer service, and all other forms of contact, such as visiting the website and stores, and in order to fulfil our obligations to you as a customer.

To read more about our privacy policy and what personal data we collect and where this information is taken from, please click on the link below.

[Biltema Privacy Policy >>](#)

Collaboration, marketing and analytics partners (third-party cookies)

Biltema uses partners for analysis, advertising, conversion measurement, personalization and functionality on the website. Sharing information with such partners can take place both through cookies and similar technologies in the browser and through server-based tracking. For this server-based solution, Biltema uses Stape as a provider of a server-based container solution. Through this solution, certain information about visits, interactions and conversions can be processed and forwarded to relevant analysis and marketing platforms on behalf of Biltema.

Biltema also collaborates with companies that provide products and services via the website. Some of these solutions may consist of so-called iframes, i.e. content from websites other than Biltema's own domains that is displayed on Biltema's website. Biltema cannot fully influence or control the content of such solutions, and we therefore refer to the respective provider's privacy policy in these cases. Examples of such solutions are YouTube clips and payment service providers.

It is important to know that third-party cookies from, for example, payment service providers can play an important role in enabling you as a visitor to complete and complete the payment process at the checkout stage when purchasing products on the website online.

Biltema also uses a first-party cookie to store a technical identifier that supports server-based tracking, measurement and attribution. This cookie is used to create and store a technical identifier that makes it possible to improve the quality of analytics and marketing measurement over time.

The cookie does not contain information that directly identifies you as a person, but it can be used as a technical identifier in combination with other information collected in connection with your visit or interaction with our services.

When this cookie is used for analytics or marketing purposes, it is stored in accordance with the choices you make in our cookie settings.

Biltema also uses Stape as a provider of a server-based container solution for analytics and marketing purposes. Through this solution, certain information about visits, interactions and conversions can be processed and forwarded to relevant analysis and marketing platforms on behalf of Biltema.

Below are links for more information about our different partners, their handling of personal data and other information as well as advertising.

Google

<https://policies.google.com/technologies/partner-sites>

Hotjar

<https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies>

Facebook

<https://www.facebook.com/policy/cookies/>

YouTube

<https://policies.google.com/privacy?hl=sv>

<https://www.youtube.com/howyoutubeworks/user-settings/privacy/>

LinkedIn

<https://www.linkedin.com/legal/cookie-policy>

Google Ads

<https://policies.google.com/privacy?hl=en-US>

Bhyride

<https://policies.google.com/privacy?hl=en>

ImBox

<https://imbox.se/cookies/>

Resurs Bank AB

<https://www.resursbank.se/om-oss/integritet-och-sakerhet/gdpr-som-kund>

Qliro AB

https://assets.qliro.com/terms/se/sv/terms/1/integrity_policy.pdf

Klarna

<https://www.klarna.com/se/cookies/>

Wisma EasyCruise

<https://www.wisma.se/integritetspolicy/>

Zisson (Only for DK and FI)

<https://www.zisson.com/privacy-statement/>

Teamtaylor (Only for DK)

<https://www.teamtaylor.com/en/>

Scrive (Only for DK)

<https://www.scrive.com/da/>

Stape

<https://stape.io/privacy-notice>

Which Cookies are used on the website?

Below you will see a summary of what the Cookies are called on the website and why, the retention period, which recipients the data is disclosed to and information about how the user can withdraw his/her consent.

Biltema cookies - First-hand cookies

Name	Belongs to	Lifespan	Use	Necessary
BiltemaCookieOptions	Biltema	365 days	Stores the user's consent of cookies	Yes
ASP.NET_SessionId	Biltema	Session	Session cookies are sent to the browser. Used when you open the browser and then go to a website that implements ASP.NET session authority. This cookie is deleted when you close your browser.	Yes
.ASPXANONYMOUS	Biltema	100000 minutes	It allows the site to retain an anonymous user ID to track unique users within a session without logging in or otherwise identifying themselves.	Yes
biltema_user	Biltema	7 days	My Biltema information for logged in users. Deleted during logoff <u>Contents:</u> <i>First name, last name, customer number</i>	Yes
__mbui	Biltema	120 days	My Biltema information for logged in users. Deleted during logoff <u>Contents:</u> <i>First name, last name, customer number</i>	Yes
X-BT-ID	Biltema	Session	Used by load balancing	Yes
store__select	Biltema	90 days	Remember selected store	Yes
shopping__list	Biltema	30 days	Stores selected shopping list	Yes
site_alert	Biltema	Localstorage	Localstorage - Stores in case the user closed the alert box	Yes
Previous_searches	Biltema	Localstorage	Localstorage - Stores the last five words the user have search for	Yes
search_previous_state	Biltema	Session	Stores what the customer has received in their search results to be able to build the page correctly again if the customer navigates back and forth	Yes

prevent_search_previous_state	Biltema	Session	Stores in case the customer makes a new search. Then we do not want to load what has been saved in "search_previous_state"	Yes
layout-{language}-{version}	Biltema	Session	Stores initial data such as translations, links	Yes
productfilter	Biltema	Session	Stores what the user has sorted	Yes
productfilter-{language}-{version}	Biltema	Session	Stores what the user has sorted, filtered through, number of pages, etc.	Yes
productfilter-selectedCategory	Biltema	Session	Saves which sort and which appearance the user chooses on the product listing pages on a category level	Yes
loadImBox	Biltema	Session	GTM runs a script that sets true/false if ImBox is to be loaded	Yes
Session_timer	Biltema	Session	Stores session time if cookie selection has not been made	Yes
OpenIdConnect.cv.*	Biltema	15 minutes	Used for OpenID Connect login	Yes
OpenIdConnect.nonce.*	Biltema	15 minutes	Used for OpenID Connect login	Yes
.AspNetCore.Culture	Biltema	Session	Stores the user's selected kick	Yes
.AspNet.Cookies	Biltema	7 days	Used for authentication	Yes
lastProvider	Biltema	120 days	Saves the last used login method	No
Optout_cookie	Biltema	1 days	Stores the choices of cookies made by the user	Yes
cart	Biltema	30 days	Stores which products are in the user's shopping cart	Yes
_cuids	Biltema	400 days	Used as a first-party cookie to create and store a technical identifier that supports server-based tracking, attribution, conversion measurement, and improved data quality in analytics and marketing feeds.	No

Third-party cookies

Marketing

You can prevent loading by disabling this category in cookie settings. To find out more details about each cookie stored by third parties, please read more on each cookie policy.

Name	Belongs to	Lifespan	Use	Necessary	Read more
Google	google.com & google.xx	3 months up to 365 days	Google Analytics - Collects information about how the website is used. (Via Google Tag Manager)	No	https://policies.google.com/technologies/partner-sites
Facebook Pixel	facebook.com	3 months	Facebook Pixel - To gather information about interaction with products. (Social media)	No	https://www.facebook.com/policy/cookies/
YSC	youtube.com	Session	Purpose to store and track interaction.	No	https://www.youtube.com/howyoutubeworks/user-settings/privacy/
VISITOR_INFO1_LIVE	youtube.com	6 months	To provide ad delivery or retargeting, store and track a visitor's identity, store and track interaction.	No	https://www.youtube.com/howyoutubeworks/user-settings/privacy/
VISITOR_PRIVACY_METADATA	youtube.com	6 months	Metadata cookie for privacy	No	https://www.youtube.com/howyoutubeworks/user-settings/privacy/
Google Ads/Enhanced Conversions	Google	See Google's cookie policy	Used to improve conversion measurement and attribution. In connection with conversions, information that the user provides himself, such as email address, phone number or address information, may be converted to a protected technical format before being shared with Google.	No	https://support.google.com/google-ads/answer/9888656

Meta / Conversions API	Meta	See Meta's cookie policy	Used to measure conversions, improve attribution, and create audiences for marketing. Interaction and conversion information may in some cases be passed on via server-based tracking to Meta.	No	https://www.facebook.com/privacy/policies/cookies/
TikTok/ Events API	TikTok	See TikTok's cookie policy	Used to measure conversions, improve attribution, and support marketing on TikTok. Interaction and conversion information may in some cases be passed on to TikTok via server-based tracking.	No	https://ads.tiktok.com/help/article/events-api

Analysis and statistics

You can prevent loading by disabling this category in cookie settings. To find out more details about each cookie stored by third parties, please read more on each cookie policy.

Name	Belongs to	Lifespan	Use	Necessary	Read more
Google	google.com/ google.xx	3 months - 1 year	Used for analysis, statistics and measurement of how the website is used. Information about page views, interactions and use of the website may be collected via Google Tag Manager and in some cases forwarded via server-based tracking to Google for improved reporting, measurement and analysis.	No	https://policies.google.com/technologies/partner-sites
HotJar	hotjar.com	1 day up to 2 years	Collects information about how the website is used. For more info see Hotjar*	No	https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies

Personalization

You can prevent loading by disabling this category in cookie settings. To find out more details about each cookie stored by third parties, please read more on each cookie policy.

Name	Belongs to	Lifespan	Use	Necessary	Read more
Imbox	imbox.io	25 days	Saves settings for chat sessions. For more info see Imbox*	No	https://imbox.se/cookies/
previous_searches	Biltema	Localstorage	Stores the last 5 words you've searched for	No	
selected_list Type	Biltema	90 days	Stores selected list type layout preferred by user.	No	

Zisson	magicwidget.socialboards.com	7 months	Saves settings for chat sessions. For more	No	https://www.zisson.com/privacy-statement/
			info see Zission *		

What do you want to do as a visitor?

As a visitor, you need to decide about the Cookies that the website uses to give you the most optimal user experience when you intend to purchase the website's products, take advantage of the offers available or read only the content and articles published.

Below is some information on how to make and manage your choices in this respect.

Consent to Cookies

By allowing Cookies on the website, you agree to the processing of Cookies as set out in the Biltema policy.

If you do not accept the use of Cookies, you can disable Cookies in your browser's security settings. You can also set your browser to prompt you every time the Biltema website tries to place a Cookie on your computer. Through the browser can also delete previously stored Cookies, see the browser's help pages for more information. Remember that you can delete Cookies manually from your hard drive at any time.

Some treatments may involve automated decision-making, which you have the right to object to. These are carried out for analysis, statistics and marketing purposes.

Please note that if you choose not to allow Cookies, the experience of the website will deteriorate and you will not be able to enjoy all the information and functionality that our website offers.

How do I delete Cookies?

If you no longer want to use Cookies, you can turn them off in your browser settings. You can also set your browser to prompt you every time the Biltema website tries to place a Cookie on your computer. You can also use your browser to delete previously stored Cookies.

How you delete Cookies depends on the browser you are using. Note that if you use multiple browsers, corresponding changes must be made for each browser you are using. It may also be helpful to know that changes to the cookie setting may affect some of the functionality of our website, such as blocking or deleting cookies

If you use a PC, cookies can be deleted using the keyboard shortcut [CTRL]+[SHIFT]+[Delete].

You can find more information via the links below on how to do this in the different browsers:

[Microsoft Internet Explorer](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Opera](#)

[Apple Safari](#)

Manage your Cookie Settings

To manage your settings and accept the cookies that Biltema uses on the website, we ask you to go via the link "Manage cookies" which you will find in the footer of the website.

Withdraw Consent of Cookies

To manage your settings and accept the cookies that Biltema uses on the website, we ask you to go via the link "Manage cookies" which you will find in the footer of the website.

Your rights

If we process your personal data with our use of cookies, such as information about your IP address, you have certain rights as a user. For example, you may request information about what personal data we process. If you believe that we have mishandled your personal data, you also have the right to complain to The Danish Data Protection Authority. Read more about your rights regarding the processing of personal data [here](#).

Changes to our Cookie Policy

Biltema Danmark A/S may change the content of this policy. Changes are posted by updating the policy on our website.