

# COOKIE AND PRIVACY POLICY

Cookies make the site work, and we use it to collect statistics so that we can improve your user experience. We can improve your user experience. We also use cookies to personalize the site so that it becomes relevant to you. By using this website, farusa.dk, you accept that we use cookies.

## COOKIES

The website uses "cookies", which is a text file that is stored on your computer, mobile etc. similarly for the purpose of recognizing it, remembering settings, performing statistics and targeting ads. Cookies cannot contain malicious code such as virus. It is possible to delete or block cookies. If you delete or block cookies, ads may become less relevant to you and appear more frequently. You may also risk that the website does not work optimally and that there is content that you cannot access. The website contains cookies from third parties, which to varying degrees may include.

### *Required cookies*

The required cookies are necessary for the website to provide the services you request. These cookies are set by the website and are used e.g., to recognize you as you move around the page and remember if you are logged in. This type of cookie is automatically deleted when you close your browser.

### *Preference cookies*

Preference cookies are used to remember your preferences on the website, such as language or choices that make navigation easier. These cookies are set by the website and their purpose is to improve the user experience on the website. Preference cookies are stored on your computer and expire at a given date/time interval.

### *Analysis cookies*

Google Analytics cookies are used to collect visitor statistics. These cookies collect information about your use of the website, including your IP address. You can deselect cookies from Google Analytics with this tool.

### *Marketing cookies*

Facebook: We use Facebook pixels to better target relevant information to visitors who have a Facebook account. HubSpot (newsletter): We use HubSpot as a platform for sending out newsletters. HubSpot is a US company, and they store information that you provide in connection with the newsletter in the EU (Your name and email address) You can cancel your newsletter subscription at any time by unsubscribing via the link at the bottom of the newsletter. We will then delete your Information within 14 days. Google Tag Manager does not collect personal information. This tool enables the integration and administration of our tags. Tags are small pieces of code that we use to measure traffic and visitor behavior, to record the impact of my online advertising, or to test and optimize my websites.

### *Security*

We have taken technical and organizational measures against your information being accidentally or illegally deleted, published, lost, degraded or come to the knowledge of unauthorized persons, misused or otherwise processed in violation of the law.

### *Purpose*

The information is used to identify you as a user and show you the ads that will be most likely to be relevant to you, to register your registrations and orders, as well as to be able to provide the services you have requested, such as. To submit a newsletter. In addition, we use the information to optimize our services and content.

### *Period of storage*

The information is stored for the period permitted by law and we delete it when it is no longer needed. The period depends on the nature of the information and the background of storage. It is therefore not possible to specify a general time frame for when information is deleted.

### *Disclosure of information*

Data about your use of the website, which ads you receive and possibly clicks, geographical location, gender and age segment, etc. passed on to third parties to the extent that this information is known. You can see which third parties are involved in the section on "Cookies" above. The information is used to target advertising. In addition, we use a number of third parties for the storage and processing of data. These process information solely on our behalf and may not use it for their own purposes.

Disclosure of personal information such as name and e-mail, etc. will only happen if you give your consent. We only use data processors in the EU or in countries that can provide your information with adequate protection.

### *Insights and complaints*

You have the right to be informed of the personal data we process about you. You can also object to the use of information at any time. You can also revoke your consent for information about you to be processed. If the information processed about you is incorrect, you have the right to have it corrected or deleted. If you want to complain about our processing of your personal data, you also have the opportunity to contact the [Danish Data Protection Agency](#).

## *Publisher*

The website is owned and published by:

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