

### WHAT ARE COOKIES AND HOW DO THEY WORK?

Cookies are small text files created by the websites you visit. These files are transferred to your browser and stored on your computer. There are two types of cookies, and they are both used by the websites of ESBE AB and its subsidiaries. Session cookies are temporarily stored on your device when you visit our website. They are deleted when you close your browser or after a set period of time (when you end your session). Persistent cookies are stored on your computer so that our website can remember information about your visit, such as your preferred language and other preferences. This will make your next visit to our website more comfortable and satisfying.

### MARKETING COOKIES

We use cookies to customise content and advertising to suit a specific user, as well as to analyse traffic. We forward data about the use of our website to our partner advertising and analytics companies. In turn, those companies can combine that data with other data that you provided or that they collected when you used their services. Cookies do not disclose any personal information about our visitors, such as name, contact information, income, etc. You can learn more about cookies used by Google [here](#).

### GOOGLE ANALYTICS

We use Google Analytics advertising features: Google Analytics Remarketing; displaying reports over the Google Display Network; integrated services that require Google Analytics to collect data via advertising cookies and anonymous identifiers for advertising purposes. The generated data is usually sent and stored on a Google server in the USA. In the EU/EEA, Google cuts off the IP address using the IP anonymization system, but in the U.S. this action is only performed in exceptional cases. The IP address sent from your browser via Google Analytics will not be combined with other Google data.

### GOOGLE Ads

We use Google AdWords and other online advertising platforms. AdWords remarketing feature uses cookies stored on your computer to display relevant ads based on the sections of the website you visited. Using Google AdWords, we can customise our marketing efforts, making them more relevant to you as a visitor to our website. We follow Google's guidelines for personalized advertisements, which you can learn more about [here](#).

### Facebook Pixel

We use Facebook Pixel and other platforms to advertise online. Pixel code uses cookies stored on your computer to display advertisements relevant to you based on which sections of the website you have visited. By using Facebook Pixel, we are able to tailor our marketing so that it is more relevant to you as a visitor to our site on Facebook and Instagram. We follow Facebook's guidelines for personalised advertisements, which you can learn more about [here](#).

### THIRD-PARTY COOKIES

The system also uses third-party cookies. We do not have any control over these; as a visitor to our site, you will need to contact the third party in question for information about their cookies. Our website contains third-party services that can create cookies: YouTube is designed for video sharing; yet the YouTube Player can also create cookies (<https://www.youtube.com/>)

### HOW TO DISABLE COOKIES?

If you do not wish cookies to be stored on your device, you can disable them by adjusting your browser settings accordingly. If you block cookies, you can still use our services, although you risk losing out on functionality and convenience. You can also delete any cookies stored on your device. Different browsers employ different ways to disable cookies; see your browser's help for more information. If you don't want Google Analytics to collect your data, you can prevent it from doing so by using the Google Analytics Blocker (see <https://tools.google.com/dlpage/gaoptout/>).