

### 1. **Cookies and similar technologies**

We at Dustin use cookies and similar technologies (hereafter referred to as cookies) on our website and in our services in order to enhance your user experience with us. We use cookies to simplify and customise our services and our communication. Below is a detailed explanation of which choices you can make with regard to cookies and how we use them.

Please also refer to our [privacy policy](#) regarding the handling of your personal data.

### 2. **What are cookies and similar technologies?**

Cookies are small text files with information that is stored on your computer, mobile or tablet. Some are necessary for you to be able to make full use of the website's functionality, while others are used to enhance your user experience and facilitate navigation on the website.

We also use web beacons, which are used to collect data for ad delivery analytics and for specific events such as a registration or conversion. A web beacon, also known as a web bug, 1 by 1 GIF, invisible GIF, and tracking pixel, is a tiny image referenced by a line of HTML or a block of JavaScript code embedded into our web site.

### 3. **What types of cookies and related technologies does Dustin use?**

We use cookies to make our sites and services easier to use and to be able to adapt our sites and services according to your interests and needs. Using cookies that keep track of what you previously showed an interest in enables us to show you relevant information that hopefully matches your personal preferences. In general, we categorise our cookies and their usage as follows:

- **Necessary cookies**

These cookies are necessary for us to be able to provide our website for you. They make it possible for us to remember choices you make about, for example, language, whether you are a private or business customer, or when you placed a product in your shopping basket. These necessary cookies also include statistical cookies that make it possible to collect statistics that is used to further develop and improve the website (for example to see the number of visitors on the website and how they use it). The data collected by Dustin is used for statistical analysis on an aggregated level and not on a user level.

- **Marketing cookies**

These cookies are not placed by Dustin, but by our business partners. They enable us to direct relevant marketing towards you. If you disable these cookies you will receive more general ads that are not adapted for you.

- **Personalisation cookies**

We use personalisation cookies to adapt the experience and communication on our website according to your needs. This enables us to show product suggestions and search results that are more suitable for you.

Cookies stay on your device for different periods of time depending on the purpose of the cookie. For example, a cookie which is necessary for the website to operate will only exist on your device whilst you use the website, but a cookie which is required to recognise you and your preferences when you return to the website will remain on your device for a longer period of time.

4. **Table showing Dustin website cookies used to share data with third parties and how to control the use of cookies.**

Below is a list of the third-party marketing and personalisation cookies we currently use:

Originator	Purpose	Type	Opt out	Expiry Date
Google Ads	The information is used to enable Dustin and its partners to display the most relevant ads to you. This applies to ads on the Google search engine as well as other ads in the Google network. The information is also used to display relevant ads and products to you at Google's partner sites. Read more in their privacy statement <a href="#">here</a> .	Marketing / Personalisation	<a href="https://myaccount.google.com/privacy">https://myaccount.google.com/privacy</a>	13 months
Bing	The information is used to enable Dustin and its partners to display the most relevant ads for you. This applies to ads on Bing's search engine as well as other ads on Bing's partner sites. Read more in their privacy statement <a href="#">here</a> .	Marketing / Personalisation	<a href="https://account.microsoft.com/privacy/ad-settings">https://account.microsoft.com/privacy/ad-settings</a>	90 days
Facebook	The information is used to enable Dustin and its partners to personalise their marketing, for example to display relevant ads for you on Facebook. Read more in their privacy statement <a href="#">here</a> .	Marketing / Personalisation	<a href="http://www.facebook.com/policies/cookies/">www.facebook.com/policies/cookies/</a>	Up to 2 years
LinkedIn	The information is used to enable Dustin and its partners to personalise their marketing, for	Marketing / Personalisation	<a href="http://www.linkedin.com/legal/cookie-policy">www.linkedin.com/legal/cookie-policy</a>	Up to 30 days

	example to display relevant ads for you on LinkedIn. Read more in their privacy statement <a href="#">here</a> .			
AppNexus	The information is used to enable Dustin and its partners to display the most relevant ads to you. The information is also used to display relevant ads and products to you through partnerships with publicists. Read more in their privacy statement <a href="#">here</a> .	Marketing / Personalisation	<a href="https://www.appnexus.com/cookie-policy">https://www.appnexus.com/cookie-policy</a>	Up to 90 days
Trade tracker	The information is used so that Dustin can compensate partners and be able to provide benefits and special offers to you through publicists and affiliate partners. Read more in their privacy statement <a href="#">here</a> .	Marketing / Personalisation	<a href="https://tradetracker.com/privacy-policy/">https://tradetracker.com/privacy-policy/</a>	2 years
Albacross	The information is used to enable Dustin and Albacross to recognize a return visitor as a unique user. The information is also used to display relevant ads and products to you through partnerships with publicists. Read more in their privacy statement <a href="#">here</a> .	Marketing	<a href="https://albacross.com/privacy-policy/">https://albacross.com/privacy-policy/</a>	1 year
Hotjar	The information is used by Dustin to further develop and improve the website. The data collected by Dustin is anonymized and used to understand how the visitors use the	Analytical	<a href="https://www.hotjar.com/legal/policies/privacy/">https://www.hotjar.com/legal/policies/privacy/</a>	1 year

	website. Read more in their privacy statement <a href="#">here</a> .			
Bidtheatre	The information is used to enable Dustin and its partners to personalise their marketing, for example to display relevant ads for you. Read more in their privacy statement <a href="https://www.bidtheatre.com/privacy-tool">https://www.bidtheatre.com/privacy-tool</a> .	Marketing	<a href="https://www.bidtheatre.com/privacy-tool">https://www.bidtheatre.com/privacy-tool</a>	60 days

## 6. Consent management

There are several ways of managing the use of your cookies:

- To block individual originators of cookies on our website, you can follow the links in the table above to the relevant party's website.
- Your browser or device allows you to change the settings for the usage and scope of cookies. Go to your browser or device settings to learn more about adjusting settings for cookies. For example, you can choose to block all cookies, accept only first party cookies (cookies placed by the website you are visiting), or delete cookies when you close your browser. Please note that some of our services may not work if you block or delete cookies.
- You can also visit [www.youronlinechoices.com/se/dina-val](http://www.youronlinechoices.com/se/dina-val) to check interest-based advertising settings from different networks.

## 7. Changes to our cookie policy

Dustin may update this policy by publishing changes on its website. If we require your consent, we will request it the next time you visit our website.

*Date of last change: 26 October 2020*

## 7. Contact us

If you have any questions or would like more information, please contact us at: [+46 \(0\)8-553 44 000](tel:+460855344000).