Cookie Policy

1.   Cookies and similar technologies
At Dustin we 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.

Some cookies that we use include collection of personal data, i.e. your IP address and device information. For more information on how we process your personal data, please refer to our [privacy policy](#).

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.

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.

 In general, we categorise our cookies and their usage as follows:

- **Necessary functions cookies**
  These cookies are necessary for us to be able to provide our website for you. These cookies are essential for our website to work properly and to ensure that our website is protected from any unusual activity.

  Duration of the cookies in this category: The duration of the cookies in this category varies. We have cookies only being saved during your session or when you close your browser to maximum 1 year.

- **Personalised content cookies**

We use Personalised content 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.

Based on your and others historical behavior data from visiting Dustin's websites we can show you more relevant information. We use these cookies to show product recommendations in panels such as "Other customers also viewed", "You recently viewed", "Related to items you've recently viewed" and to give more relevant search result.

Duration of the cookies in this category: The cookies in this category are temporary and are deleted when your session ends or when you close your browser.

- **Improved performance cookies**
  These cookies 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, analyse to secure web performance and manage a/b-tests). The data collected by Dustin is used for statistical analysis on an aggregated level and not on a user level. Both first party cookies and third party cookies from Hotjar are used by Dustin to further develop and improve our websites.

  Duration of the cookies in this category: The duration of the cookies in this category varies. We have cookies only being saved during your session or when you close your browser to maximum 2 years.

- **Marketing cookies**
  Dustin is using cookies to follow the users' digital footprint on our website, for the purpose of providing your with more relevant marketing content in campaigns and in marketing emails. If you disable this cookie you will receive more general content that are not adapted for you.

  The other cookies in this category 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. Both first party cookies and third party cookies related to advertising through partners such as Google, Facebook and Microsoft are used.

  Duration of the cookies in this category: For the cookies placed by Dustin is retained for up to 600 days. For the cookies placed by our business partners, please see full details regarding retention times in the table below.

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 performance cookies we currently have on our website:

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 here.	Marketing	https://consent.google.com/d?continue=https://www.google.com/?client%3Dsafari%26channel%3Diphone_bm&gl=SE&m=1&pc=shp&uxe=4530818&hl=sv&src=2	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 here.	Marketing	https://account.microsoft.com/privacy/ad-settings	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 here.	Marketing	https://www.facebook.com/policies/cookies	Up to 2 years
LinkedIn	The information is used to enable Dustin and its partners to personalise their marketing, for example to display relevant ads for you on LinkedIn. Read more in their privacy statement here.	Marketing	https://www.linkedin.com/legal/cookie-policy	Up to 30 days
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.	Marketing	https://monetize.xandr.com/privacy-center/opt_out	Up to 90 days

	Read more in their privacy statement [here]().			
TradeTrack er	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 [here](). | Marketing | [https://tradetracker.com/privacy-policy/how-we-use-cookies]() | 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 [here](). | Marketing | [https://albacross.com/privacy-policy]() | 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 website.

Read more in their privacy statement [here](). | Performance | [https://www.hotjar.com/legal/policies/privacy]() | 1 year |
| 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 [here](). | Marketing | [https://www.bidtheatre.com/privacy-tool]() | 60 days |
| Oracle Eloqua | The information is used to register a unique ID that identifies your device upon return visits. This information is also used for auto-populating forms and to validate if a certain contact is registered to an email group.

Read more in their privacy statement [here](). | Marketing | [https://www.oracle.com/legal/privacy/privacy-policy.html]() [https://www.oracle.com/marketingcloud/opt-status.html]() | 13 months |

Google /Youtube	The information is used for the purpose of advertising and to determine what cookies you have given consent to. The information is also used as anonymous statistical data on for example how many times a video is displayed. Unless you log in to your Google account no sensitive data is collected. If you log in to your google account, your choices are connected with your account. For example, if you click "like" on a video. Read more in their privacy statement [here](#).	Marketing	[https://consent.google.com/ d?continue=https://www.go ogle.com/?client%3Dsafari% 26channel%3Diphone_bm&g l=SE&m=1&pc=shp&uxe=453 0818&hl=sv&src=2](#)	Up to 17 years and 238 days
DoubleClick	This information is used by DoubleClick to report and register your actions after viewing or clicking one of the advertiser's ads. The purpose is to measure the efficiency of an ad and to present targeted ads to the user. This information is also used by DoubleClick to see if their ads have been properly displayed. The purpose is to make their marketing efforts more efficient. Read more in their privacy statement [here](#).	Marketing	[https://consent.google.com/ d?continue=https://www.go ogle.com/?client%3Dsafari% 26channel%3Diphone_bm&g l=SE&m=1&pc=shp&uxe=453 0818&hl=sv&src=2](#)	Up to 1 year and 25 days
1WorldSync	This information is used when a partner is set up/configured for AB-testing. The information saved is a random number. Read more in their privacy statement [here](#).	Performance	[https://www.viacomcbspriva cy.com/en/policy?r=cbsi.sec ure.force.com](#)	30 days
Group M	This information is used for online advertisement. The information collected is about your activities on the partners website (pages visited, banners clicked, etc). This	Marketing	[https://www.xaxis.com/de/pr ivacy-notice](#)	30 days

| data cannot be used for personal identification.

Read more in their privacy statement [here]().			

5.   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 accept only first party cookies (cookies placed by the website you are visiting), block all cookies, 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 http://www.youronlinechoices.eu to check interest-based advertising settings from different networks.

6.   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: 2021-06-01

7.   Contact us
If you have any questions or would like more information, please contact us at 21 04 40 00.