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# COOKIE POLICY

We and our partners use technologies, including cookies, to collect information about you for various purposes.

## What is a cookie?

A cookie is a small text file that is stored on your device when visiting a website. This file helps make your experience on the website more personal and efficient. For example, cookies can remember your login information or language choice, so you don't have to enter these again. In addition to improving the user experience, cookies are used to collect data on website usage, which helps us understand and improve our services.

## How do we use cookies?

At Mouldpro.com, we use cookies for several purposes. They help make your navigation on the site easier by remembering your preferences and past actions. We also use cookies to analyse how our website is used, which helps us improve both functionality and content. Furthermore, we use cookies for targeted marketing, so you receive relevant offers. Our use of cookies complies with applicable data protection laws and respects your privacy.

## What types of cookies do we have?

### Necessary

Necessary cookies help make a website usable by enabling basic functions, such as page navigation and access to secure areas of the



website.

#### Statistical

We collect information about how you interact with the website, including how often you visit the page, and which pages you look at. We do this to optimize the design, usability, and effectiveness of the website.

Additionally, we use the information to provide you with personalized content and conduct market analyses.

#### Marketing

We collect information about your interests, including which pages and ads you click on, which products or services you show interest in, or purchase, on this and other websites. We do this to show you ads that are relevant to you and your interests. To show you targeted ads on this and other websites, we collaborate with other companies with whom we share information. You can read more about this below.

#### **How long are cookies stored?**

It varies how long a specific cookie is stored on your devices and browsers. A cookie's lifespan is calculated from your last visit to the website. When the cookie's lifespan expires, it is automatically deleted. The lifespan of all our cookies is stated in our cookie policy.

#### **How to reject or delete cookies?**

You can always completely reject all third-party cookies by changing the settings in your browser on your computer, tablet, or phone. Where you find the settings depends on which browser you use. However, be aware that if you reject all third-party cookies, there will be features and services you cannot use on the website (because they depend on cookies). You can opt out of cookies from Google Analytics [here](#).

#### **How to delete cookies?**

Cookies you have previously accepted can easily be deleted. How you delete these depends on the browser you use (Chrome, Firefox, Safari, etc.) and on which device (mobile, tablet, PC, Mac). It's typically under Settings - Security and Privacy, but can vary from browser to browser.

Which device/browser are you using - click on the relevant link:



[Opera](#)

[Safari](#)

[Flash cookies](#)

[Apple](#)

[Android](#)

[Windows 7](#)

Changing your consent

You change your consent by either deleting cookies from the browser or by changing your original choice by clicking the link below:

*You change your consent by clicking [here](#)*

Remember: If you use multiple browsers, you need to delete cookies in all of them.

### **What information do we collect?**

During your visit to our website and your acceptance of cookies, we collect various information to improve your experience. This includes your IP address, login data, time zone settings, your operating system and platform. We also record your navigation path, such as which website you came from, your searches, and the products you have looked at or searched for. In addition, data about your interaction with the page, such as your clicks and scrolling behaviour, and how long you spend on specific pages, is collected.

### **Third-party cookies**

Third-party cookies are different from regular cookies, as they are set by a third party and not by the website you are visiting. These cookies are typically used to target ads based on your online activity. For example, Google Analytics, a web analytics tool, may use cookies to analyse your use of our and other websites. At Mouldpro, we also use marketing cookies in collaboration with partners like Facebook, Google, Klaviyo, LinkedIn, and YouTube to optimize your experience. These cookies can in certain cases be shared with our partners for the same purposes they were originally collected for.



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### Questions and Updates of Cookie Policy


Mouldpro A/S keeps our cookie policy updated continuously. If you have questions, you are welcome to contact us at [dataprotection.dk@mouldshop.dk](mailto:dataprotection.dk@mouldshop.dk) For details about handling personal data, we refer to our section on [personal data](#). We reserve the right to change this policy. In the event of updates, the date at the top of the page will be updated, and in the case of significant changes, you will be informed directly on our website.

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