# BILTEMA COOKIE POLICY

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# Table of Contents


What are cookies and other similar storage technologies? ..... 2
Definitions ..... 2
How do we use Cookies? ..... 2
- Necessary ..... 3
- Security ..... 3
- Analysis and statistics ..... 3
- Personalization ..... 3
- Marketing ..... 3

Privacy Policy - Categories of personal data and information ..... 3
Collaboration, marketing and analytics partners (third-party cookies) ..... 3
Which Cookies are used on the website? ..... 5
- Biltema's cookies - First-hand cookies ..... 5
- Third-party cookies ..... 6
  - Marketing ..... 6
  - Analysis and statistics ..... 7
  - Personalization ..... 7

What do you want to do as a visitor? ..... 7
- Consent to Cookies ..... 7
- How do I delete Cookies? ..... 8
- Manage your Cookie Settings ..... 8
- Withdraw Consent of Cookies ..... 8

Your rights ..... 8
Changes to our Cookie Policy ..... 8

## What are cookies and other similar storage technologies?

On Biltema Suomi Oy, org. nr 1560844-9, the (Biltema) website below, cookies and other similar storage technologies are used.

Cookies are small text files stored on the visitor's computer. Other storage technologies (such as pixels) are used for similar purposes and enable cookie recognition and other types of device identifiers. Cookies enable Biltema to follow what visitors do on our website, make our website work more efficiently, and personalize the website's content and relevant marketing through other platforms.

There are two main types of Cookies: permanent cookies that remain on your computer for a certain period of time before being deleted, and session cookies that are stored temporarily in your computer's memory while you are on a web page. Session cookies disappear when you close your browser.

Cookies may be sent to you either from the website you visit (so-called first-party cookie) or from another organization that delivers services to the website you visit, such as an analytics and statistics companies, resellers, social media, marketing companies, etc. (so-called third-party cookie). To improve your experience of our website, Biltema allows third-party cookies. Third-party cookies are set by third parties and used by them. For more information about their cookie usage, please refer to the respective company's cookie policy.

Permanent Cookies are used, among other things, to store visitors' personal settings with Biltema so that you as a visitor e.g. do not have to make certain choices every time you visit the website and to customize and make information as relevant as possible. Session cookies are used, among other things, for the purpose of recording statistics on the use of the website.

## Definitions

This cookie policy uses the following definitions.

**"Cookie"** is the cookies and other storage technologies used on the website for similar purposes.

**"Partners"** are companies approved by Biltema that have entered into agreements with us to sell and provide their products and services through the Website.

**The "website"** includes the biltema.xx website and related pages biltema.com.

## How do we use Cookies?

Biltema stores certain Cookies on your device that are necessary to use the website. For other purposes, your consent is required.

Biltema uses Cookies to improve the experience of the website and for the following purposes;

- Safety
- For analysis and statistics
- To personalize the website
- To target ads and create relevant audiences for marketing purposes on the website, with our marketing partners and social media.

### Necessary

Necessary Cookies (also called Functional Cookies) allow you to use the website by enabling basic features and technologies, such as page navigation, the login procedure to personal accounts or whatever you have chosen to place in your shopping cart. The Website cannot function as intended without these Cookies and this type of Cookie does not collect information about what you as a visitor search for or look for on the Biltema website.

### Security

We use Cookies to manage, protect both Biltema and the visitor and develop our systems and services safely and securely.

### Analysis and statistics

Analytics and statistical cookies are used to facilitate analysis of the number of visitors to the website and to improve the customer experience when you visit our website, etc. This means that we may share and transfer personal and other information. Please note, however, that we do not process, share or transfer sensitive personal data.

### Personalization

Personalization Cookies provide us with information about how you use our website, your purchasing history, what content you have sought and are interested in, etc. in order to offer you a more relevant experience of our website tailored to your preferences. This means that we may share personal and other information. Please note that we do not process, share or transfer sensitive personal data.

### Marketing

We use Cookies to display ads, promotions, communications and offers etc. that we think you are interested in and which are tailored to your preferences. This means that we may share and transfer personal and other information. Please note that we do not process, share or transfer sensitive personal data.

## Privacy Policy - Categories of personal data and information

This Privacy Policy applies Biltema Suomi Oy when the company provides services and products in conjunction with purchases, customer service, and all other forms of contact, such as visiting the website and stores, and in order to fulfil our obligations to you as a customer.

To read more about our privacy policy and what personal data we collect and where this information is taken from, please click on the link below.

Biltema Privacy Policy >>

## Collaboration, marketing and analytics partners (third-party cookies)

Companies approved by Biltema that have entered into agreements with us to sell and provide their products and services through the Website. Some of them are so-called iframes, i.e. other websites (other than the Biltema domains) but are located on the Biltema website. These cannot influence or control the content of, but instead refer to the respective sender's privacy policy. Examples of Iframes are YouTube clips and payment service providers.

It is important to know that third-party cookies for payment service providers, for example, play an important role for you as a visitor in order to implement and complete the check-out procedures that the website uses when purchasing the website products online.

Below are links for more information about our different partners, their handling of personal data and other information as well as advertising.

**Google**

https://policies.google.com/technologies/partner-sites

**Hotjar**

https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies

**Facebook**

https://www.facebook.com/policy/cookies/

**LinkedIn**

https://www.linkedin.com/legal/cookie-policy

**Google Ads**

https://policies.google.com/privacy?hl=en-US

**Bhybride**

https://policies.google.com/privacy?hl=en

**ImBox**

https://imbox.se/cookies/

**Resurs Bank AB**

https://www.resursbank.se/om-oss/integritet-och-sakerhet/gdpr-som-kund

**Qliro AB**

https://assets.qliro.com/terms/se/sv/terms/1/integrity_policy.pdf

**Klarna**

https://www.klarna.com/se/cookies/

**Wisma EasyCruite**

https://www.visma.se/integritetspolicy/

**Google Floodlight**

https://support.google.com/searchads/answer/2839090?hl=en

**Google Sanoma**

https://sanoma.fi/yksiloivien-tunnisteiden-kaytto-sanoman-verkkopalveluissa/

## Which Cookies are used on the website?

Below you will see a summary of what the Cookies are called on the website and why, the retention period, which recipients the data is disclosed to and information about how the user can withdraw his/her consent.

### The Biltema cookies - First-hand cookies

| Name | Belongs to | Lifespan | Use | Necessary |
|---|---|---|---|---|
| BiltemaCookieOptions | Biltema | 365 days | Stores the user's consent of cookies | Yes |
| ASP.NET_SessionId | Biltema | Session | Session cookies are sent to the browser. Used when you open the browser and then go to a website that implements ASP.NET session authority. This cookie is deleted when you close your browser. | Yes |
| .ASPXANONYMOUS | Biltema | 100000 minutes | It allows the site to retain an anonymous user ID to track unique users within a session without logging in or otherwise identifying themselves. | Yes |
| biltema__user | Biltema | 7 days | My Biltema information for logged in users. Deleted during logoff<br>Contents:<br>*First name, last name, customer number* | Yes |
| __mbui | Biltema | 120 days | My Biltema information for logged in users. Deleted during logoff<br>Contents:<br>*First name, last name, customer number* | Yes |
| X-BT-ID | Biltema | Session | Used by load balancing | Yes |
| store__select | Biltema | 90 days | Remember selected store | Yes |
| shopping__list | Biltema | 30 days | Stores selected shopping list | Yes |
| site_alert | Biltema | - | Stores in case the user closed the alert box | Yes |
| reko_hide_info_message | Biltema | - | Stores in case the user closed the info box | Yes |
| previous_searches | Biltema | - | Stores the last 5 words you've searched for | Yes |
| search_previous_state | Biltema | Session | Stores what the customer has received in their search results to be able to build the page correctly again if the customer navigates back and forth | Yes |
| prevent_search_previous_state | Biltema | Session | Stores in case the customer makes a new search. Then we do not want to load what has been saved in "search_previous_state" | Yes |
| layout-{language}-{version} | Biltema | Session | Stores initial data such as translations, links | Yes |

| | | | | |
|---|---|---|---|---|
| reko_active_sections_key _{pathname} | Biltema | Session | | Yes |
| productfilter | Biltema | Session | Stores what the user has sorted | Yes |
| productfilter-{language}-{version} | Biltema | Session | Stores what the user has sorted, filtered through, number of pages, etc. | Yes |
| productfilter-selectedCategory | Biltema | Session | | Yes |
| loadImBox | Biltema | Session | GTM runs a script that sets true/false if ImBox is to be loaded | Yes |
| session__timer | Biltema | Session | Stores session time when cookie selection has not been made | Yes |
| OpenIdConnect.cv.* | Biltema | 15 minutes | Used for OpenID Connect login | Yes |
| OpenIdConnect.nonce.* | Biltema | 15 minutes | Used for OpenID Connect login | Yes |
| .AspNetCore.Culture | Biltema | Session | Stores the user's selected kick | Yes |
| .AspNet.Cookies | Biltema | 7 days | Used for authentication | Yes |
| lastProvider | Biltema | 120 days | Stores last used log in method | No |
| optout__cookie | Biltema | 1 day | Stores the cookie selection | Yes |

## Third-party cookies

### Marketing

You can prevent loading by disabling this category in cookie settings. To find out more details about each cookie stored by third parties, please read more on each cookie policy.

| Name | Belongs to | Lifespan | Use | Necessary | Read more |
|---|---|---|---|---|---|
| Google | google.com & google.xx | 3 months up to 365 days | Google Analytics - Collects information about how the website is used. (Via Google Tag Manager) | No | https://policies.google.com/technologies/partner-sites |
| Facebook Pixel | facebook.com | 3 months | Facebook Pixel - To gather information about interaction with products. (Social media) | No | https://www.facebook.com/policy/cookies/ |
| Google Floodlight | doubleclick.net | Up to 1 year | Gathers information about interaction with products | No | https://support.google.com/searchads/answer/2839090?hl=en |
| Sanoma | google.com | Up to 365 days | Information about the visitor's interests, through which media visitors can most easily be reached. (via (Google Tag Manager)) | No | https://sanoma.fi/yksiloivien-tunnisteiden-kaytto-sanoman-verkkopalveluissa/ |

### Analysis and statistics

You can prevent loading by disabling this category in cookie settings. To find out more details about each cookie stored by third parties, please read more on each cookie policy.

| Name | Belongs to | Lifespan | Use | Necessary | Read more |
|---|---|---|---|---|---|
| Google | google.com | 3 months - 1 year | Google Analytics - Collects information about how the website is used. (Statistics via Google Tag Manager) | No | https://policies.google.com/technologies/partner-sites |
| HotJar | hotjar.com | 1 day up to 2 years | Collects information about how the website is used. For more info see Hotjar* | No | https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies |

### Personalization

You can prevent loading by disabling this category in cookie settings. To find out more details about each cookie stored by third parties, please read more on each cookie policy.

| Name | Belongs to | Lifespan | Use | Necessary | Read more |
|---|---|---|---|---|---|
| Imbox | imbox.io | 25 days | Saves settings for chat sessions. For more info see Hotjar* | No | https://imbox.se/cookies/ |

## What do you want to do as a visitor?

As a visitor, you need to decide about the Cookies that the website uses to give you the most optimal user experience when you intend to purchase the website's products, take advantage of the offers available or read only the content and articles published.

Below is some information on how to make and manage your choices in this respect.

### Consent to Cookies

By allowing Cookies on the website, you agree to the processing of Cookies as set out in the Biltema policy.

If you do not accept the use of Cookies, you can disable Cookies in your browser's security settings. You can also set your browser to prompt you every time the Biltema website tries to place a Cookie on your computer. Through the browser can also delete previously stored Cookies, see the browser's help pages for more information. Remember that you can delete Cookies manually from your hard drive at any time.

Some treatments may involve automated decision-making, which you have the right to object to. These are carried out for analysis, statistics and marketing purposes.

Please note that if you choose not to allow Cookies, the experience of the website will deteriorate and you will not be able to enjoy all the information and functionality that our website offers.

### How do I delete Cookies?

If you no longer want to use Cookies, you can turn them off in your browser settings. You can also set your browser to prompt you every time the Biltema website tries to place a Cookie on your computer. You can also use your browser to delete previously stored Cookies.

How you delete Cookies depends on the browser you are using. Note that if you use multiple browsers, corresponding changes must be made for each browser you are using. It may also be helpful to know that changes to the cookie setting may affect some of the functionality of our website, such as blocking or deleting cookies

If you use a PC, cookies can be deleted using the keyboard shortcut [CTRL]+[SHIFT]+[Delete].

You can find more information via the links below on how to do this in the different browsers:

Microsoft Internet Explorer

Microsoft Edge

Mozilla Firefox

Google Chrome

Opera

Apple Safari

### Manage your Cookie Settings

Via the link below you can manage your settings and consent concerning the Cookies that Biltema uses on the website.

Manage cookies

### Withdraw Consent of Cookies

Via the link below you can withdraw your consent to the Cookies that you once chose to accept.

Withdraw cookies

## Your rights

If we process your personal data with our use of cookies, such as information about your IP address, you as a user have certain rights. For example, you may request information about what personal data we process. If you believe that we have mishandled your personal data, you also have the right to complain to a supervisory authority. Read more about your rights regarding the processing of personal data here.

## Changes to our Cookie Policy

Biltema Suomi Oy may change the content of this policy. Changes are posted by updating the policy on our website.