

Whenever you use our website, cookies and other tracking technologies can be used in various ways, like making the Ekaner website work, to analyze traffic, or for advertisement purposes. These technologies are either used by us directly, or by our business partners, including third-party service providers and advertisers we work with. If you want to learn more about what a cookie is, how they're used and what your choices are, you can read more here.

What's a cookie?

A cookie is a small amount of data that's placed in the browser of your computer or on your mobile device. So-called "first-party cookies" (not as much fun as they sound) are cookies served by the entity operating the domain through which the cookie is served. Ekaner's own cookies are therefore "first-party cookies." In case we allow others to service cookies through the Ekaner website, these cookies are so-called "third-party cookies." In addition, there's a difference between session cookies and permanent cookies. Session cookies only exist until you close your browser. Permanent cookies have a longer lifespan and aren't automatically deleted when you close your browser. We strive to serve cookies or allow the serving of cookies with a maximum lifespan of 5 years. Only in exceptional circumstances, like for security purposes and where absolutely necessary, will a cookie have a longer lifespan than that. In addition, other tracking technologies are used which are similar to cookies. These can include web beacons (also known as pixel tags, web bugs, or gifs), tracking URLs, or software development kits (SDKs). A web beacon is a tiny graphic image of just one pixel that can be delivered to your computer as part of a web page request in an advertisement, or in an HTML email message. Pixels can be used to retrieve info from your device, like your device type or operating system, IP address, and time of visit. They're also used to serve and read cookies in your browser. Tracking URLs are used to understand from what referring website the Ekaner website are used. All these technologies together are referred to in this Cookie Statement as "cookies."

How are cookies used?

Cookies are used for different purposes. They allow you to be recognized as the same user across the different pages of a website, between websites. The types of info that we collect through cookies include IP address; device ID; viewed pages; browser type; browsing info; operating system; internet service provider; timestamp; whether you have responded to an advertisement; the referring URL; and features used or activities engaged in within the website/apps.

Our website use cookies for different purposes

Technical Cookies: We try to give our visitors an advanced, user-friendly website that adapt automatically to their needs and wishes. To achieve this we use technical cookies to show you our website, to make them function correctly. These technical cookies are absolutely necessary for our website to function properly. **Analytics Cookies:** We use these cookies to gain insight into how our visitors use www.Ekaner. This means we can find out what works and what doesn't, optimize and improve our website, understand the effectiveness of advertisements and communications, and ensure we continue to be interesting and relevant. The data we gather can include which web pages you've viewed, which referring/exit pages you've entered and left from, which platform type you've used, which emails you've opened and acted upon, and date and time stamp info. It also means we can use details about how you interacted with the site, like the number of clicks you make on a given page, your mouse movements and scrolling activity, the search words you use, and the text you enter into various fields. We use analytics cookies as part of our online advertising campaigns to learn how users interact with our website after they've been shown an online advertisement. This may include advertisements on third-party websites. Personal data collected with the use of "cookies" may be collected only to perform certain functions for the user. Such data is encrypted in a way making it impossible for unauthorized persons to access it.

Deleting "cookies»

To learn more about cookies and how to manage or delete them, just visit allaboutcookies.org and the help section of your browser. In the settings for browsers like Internet Explorer, Safari, Firefox or Chrome, you can set which cookies to accept and which to reject. Where you find these settings depends on your browser – use the "Help" function in your browser to locate the settings you need. If you decide not to accept certain technical and/or functional cookies, you might not be able to use some functions on our website. We currently don't support "Do Not Track" browser settings. In case a common standard has been developed that defines what exactly will be meant by "Do Not Track" browser signals, we'll review Cookie Statement again.