

Cookie Policy

1. Cookies and tracking

1.1 Comforta cookie policy

We use cookies and other similar tracking technologies, e.g. tracking and conversion pixels, in order to improve our services, optimise the performance of our websites and email campaigns and efficiently execute (email) marketing campaigns. We have partnerships with third parties to manage and display our advertisements on other websites.

1.2 What are cookies

Cookies are small text files that are placed on a PC, tablet or smartphone during a visit to a website. The use of cookies is completely safe and cookies are never used to uncover personal information such as passwords.

1.3 What type of cookies are there?

There are four types of cookies that are used on Comforta's websites.

Necessary: these cookies are essential to ensure that Comforta's websites perform well. They allow you to navigate our websites and make use of the features we offer. These cookies do not identify users as individuals. Not accepting these cookies may affect the performance of our websites.

Functional: these cookies allow our websites to remember the choices you made during your visit (e.g. your username or language settings) in order to provide a more personalised online experience. They may also allow you to view videos, play games and use social tools such as blogs and chat rooms. The information gathered by these cookies may include information that you provided and which can identify you as a person, e.g. your username. We will always be open about what

information we gather, what we do with it and whom we share it with (if applicable). Not accepting these cookies may affect the performance and functionality of our websites and it may limit your access to the content on our our websites.

Performance: these cookies help us gain insight into how visitors use our websites by providing information about the areas they visited, the time they spent on our websites and any problems they encountered along the way, e.g. errors. This helps us improve the performance of our websites. These cookies do not identify you as a person. All data is anonymised and aggregated.

Marketing: these cookies track you for extended periods of time across multiple websites and are capable of building a profile. This can be used to segment you based on your specific interests. These cookies are often used to send more personalised emails and show more relevant content on our websites. Most of these cookies can track consumers via their IP address, so they can gather information that can identify you as a person.

The various types of cookies may consist of “session cookies” and “persistent cookies.” Session cookies are temporary cookies that are stored on your computer/device until you leave the Comforta website. A persistent cookie will be stored on your computer for much longer or until it is manually removed (how long the cookie is stored on your device depends on the “lifespan” of the specific cookie and your browser settings).

Below, you will find an overview of the specific cookies used by this particular Comforta website (www.comforta.se) and their functionalities.

1.4 Deleting cookies

The easiest way to delete your cookies is via your browser settings. If you use multiple devices to visit Comforta’s websites (e.g. your computer, smartphone, tablet, etc.), you must ensure that every device’s browser settings are customized to suit your cookie preferences.