

Management of cookies

Tassevärld's website uses cookies to operate the website, make it easier to use, track activity on the website and display relevant offers.

Please read the document carefully and use the services of the website only if you agree with all its points and accept them as binding on you (hereinafter: the User). Please note that this policy only applies to the handling of cookies on this website.

What is a Cookie?

A cookie is a small packet of data that is stored in a browser by Internet services. It is an essential technology for an online service that provides an efficient and modern user experience and is supported by all browsers today.

How is a cookie created?

First, the client computer sends a request to the server. The server then creates a unique ID and stores it in its own database, and then sends the cookie created back to the client with all the information. The information cookie thus returned is stored on the client computer.

How is a cookie used?

When the client computer reconnects to the server, it already pairs the previously created and stored cookie. The server compares the content of the received cookie with the cookie it stores. This makes it easy to identify e.g. the registered user. Without it, for example, you would not be able to log in to a website.

What are cookies and what does the website use it for?

The website uses cookies for the following purposes

- development of our website,
- facilitating your navigation on our website and using the features of the site, thus ensuring a smooth user experience,
- Gather information about how you use our website - by assessing which parts of our website you visit or use the most, so we can learn how to provide you with an even better user experience when you visit our site again,
- we can learn how to further ensure the user experience by visiting our site again,
- placing targeted ads on other websites
- distinguish, identify,
- to monitor the activities carried out on the website so that they can send you a message about even more relevant offers that are of particular interest to you or important to you.

Types of cookies

Basic cookies

These cookies ensure the proper functioning of the website, facilitate its use and collect information about its use without identifying our visitors.

These include, for example, storing calculator usage values, accepting cookie handling status, memorizing login methods and data, status of website notification messages, and reduced functionality Google Analytics code.

Please note that without the use of these cookies we cannot guarantee you a comfortable use of our website.

Cookies for statistical purposes

In order to improve our website and to improve the experience for our users, we also use cookies, which allow us to collect information about how our visitors use our website. These cookies cannot identify you personally, they collect information such as which page our visitor viewed, which part of the website the user clicked on, how many pages they visited, how long it took to view each session, what were the possible error messages.

Performance cookies

Cookies that provide such performance are also Google Analytics cookies. For more information on Google Analytics cookies, please click here:
<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Performance cookies are also Google Optimize cookies. Learn more about Google Optimize cookies here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Targeting and advertising cookies

The purpose of these cookies is to make ads even more interesting to you or relevant to you on the websites. These cookies cannot identify you personally without your consent, they collect information such as which page our visitor viewed, which part of the website the user clicked on, how many pages they visited, all in order to find out the content of interest to you.

However, if you have agreed to this, we may use the information we collect to track your use of the Website in conjunction with your personal information in order to further tailor our marketing communications to your needs and to bring you as personalized offers as possible.