

ARCHIVED COPY

# Cookie Policy

**Version 1.0** | In force 15 November 2025 to 10 September 2026Source: <https://prduct.com/cookies>Superseded by Cookie Policy v2.0 ([prduct.com/cookies](https://prduct.com/cookies))**SUPERSEDED 10 SEPTEMBER 2026: no longer applies to new acceptances***Last Updated: 15. November 2025*

## 1. WHAT ARE COOKIES?

**1.1 Definition.** Cookies are small text files stored on your device (computer, tablet, phone) when you visit a website. They help websites remember your preferences and understand how you use the site.

**1.2 Similar Technologies.** This policy also covers similar technologies like:

- **Local storage:** Data stored in your browser
- **Pixels/beacons:** Tiny images that track page visits
- **Scripts:** Code that collects usage information

### 1.3 First-Party vs. Third-Party:

- **First-party cookies:** Set by Prduct ([prduct.com](https://prduct.com))
- **Third-party cookies:** Set by other companies (e.g., Google Analytics, payment processors)

## 2. WHY WE USE COOKIES

We use cookies to:

- Enable essential Platform functionality
- Remember your preferences and settings
- Keep your account secure
- Understand how you use our Platform
- Improve our services
- Show relevant content and features
- Measure marketing effectiveness (with your consent)

## 3. TYPES OF COOKIES WE USE

### 3.1 Essential Cookies (Always Active)

**Purpose:** Required for the Platform to function. Cannot be disabled.

#### What They Do:

- Keep you logged in during your session
- Remember your security settings
- Enable core features (data upload, search, etc.)

- Prevent security attacks (CSRF protection)
- Load balancing across servers

**Examples:**

- `product_session` – Session identifier
- `auth_token` – Authentication token
- `csrf_token` – Security protection
- `cookie_consent` – Remembers your cookie preferences

**Duration:** Session (deleted when you close browser) or up to 30 days

**Legal Basis:** Strictly necessary (GDPR Article 6(1)(f) – legitimate interests)

**3.2 Functional Cookies (Optional)**

**Purpose:** Remember your preferences to enhance your experience.

**What They Do:**

- Remember your language preference
- Save your display settings (theme, layout)
- Remember filters and sorting preferences
- Store recently viewed products/suppliers
- Auto-fill forms with saved information

**Examples:**

- `user_language` – Selected language (e.g., EN, DK, DE)
- `theme_preference` – Light/dark mode
- `sidebar_collapsed` – UI layout preference
- `timezone` – Your timezone setting

**Duration:** Up to 12 months

**Legal Basis:** Consent (GDPR Article 6(1)(a))

**Disabling Impact:** The Platform works, but you'll need to reset preferences each visit.

**3.3 Analytics Cookies (Optional)**

**Purpose:** Help us understand how users interact with the Platform.

**What They Do:**

- Track which pages/features you visit
- Measure time spent on pages
- Identify navigation patterns
- Track error occurrences
- Measure feature adoption
- Generate usage statistics

**Third-Party Services:**

- **Google Analytics:** Website and Platform analytics
- **[Other analytics tools if applicable]**

**Examples:**

- `_ga` – Google Analytics identifier
- `_gid` – Google Analytics session
- `_gat` – Google Analytics throttling

**Duration:** Up to 24 months

**Legal Basis:** Consent (GDPR Article 6(1)(a))

**Disabling Impact:** No impact on functionality. We'll have less data to improve the Platform.

**Data Shared:** Anonymized/pseudonymized usage data. IP addresses are anonymized.

### 3.4 Marketing Cookies (Optional)

**Purpose:** Measure marketing campaign effectiveness and show relevant ads.

**What They Do:**

- Track which marketing campaigns led you to our site
- Show relevant ads on other websites (retargeting)
- Measure ad performance
- Prevent showing the same ad repeatedly
- Build audience profiles for targeted advertising

**Third-Party Services:**

- **Google Ads:** Advertising and retargeting
- **LinkedIn Insight Tag:** B2B advertising
- **Facebook Pixel:** Social media advertising
- **[Other marketing tools if applicable]**

**Examples:**

- `_gcl_au` – Google Ads conversion tracking
- `li_sugr` – LinkedIn browser identifier
- `_fbp` – Facebook Pixel

**Duration:** Up to 24 months

**Legal Basis:** Consent (GDPR Article 6(1)(a))

**Disabling Impact:** No impact on functionality. You'll see less relevant ads, but still see ads.

**Data Shared:** Visit history, pages viewed, actions taken. Shared with advertising platforms.

## 4. HOW TO MANAGE COOKIES

### 4.1 Cookie Consent Banner

When you first visit [product.com](https://product.com), you'll see a cookie banner where you can:

- **Accept All:** Enable all cookies
- **Reject All:** Disable optional cookies (only essential cookies remain)
- **Customize:** Choose which categories to enable

4.2 Cookie Settings

Change your preferences anytime at:

- **Website:** [prduct.com/cookies](https://prduct.com/cookies)
- **Platform:** Account Settings > Privacy > Cookie Preferences

4.3 Browser Settings

You can also control cookies through your browser:

Google Chrome:

1. Settings > Privacy and security > Cookies
2. Choose “Block third-party cookies” or “Block all cookies”

Firefox:

1. Settings > Privacy & Security
2. Choose “Strict” or “Custom” tracking protection

Safari:

1. Preferences > Privacy
2. Select “Prevent cross-site tracking”

Edge:

1. Settings > Cookies and site permissions
2. Manage and delete cookies

**Mobile Browsers:** Check your mobile browser’s settings menu

**Note:** Blocking all cookies may prevent the Platform from working properly.

4.4 Third-Party Opt-Outs

Opt out of specific third-party cookies:

- **Google Ads:** [google.com/settings/ads](https://google.com/settings/ads)
- **Google Analytics:** [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout)
- **LinkedIn:** [linkedin.com/psettings/guest-controls](https://linkedin.com/psettings/guest-controls)
- **Facebook:** [facebook.com/settings?tab=ads](https://facebook.com/settings?tab=ads)
- **Industry Opt-Out:** [youronlinechoices.eu](https://youronlinechoices.eu) (EU) or [aboutads.info](https://aboutads.info) (US)

5. COOKIES WE USE – DETAILED LIST

| Cookie Name    | Type      | Purpose            | Duration | Provider |
|----------------|-----------|--------------------|----------|----------|
| prduct_session | Essential | Session management | Session  | Prduct   |
| auth_token     | Essential | Authentication     | 30 days  | Prduct   |

| Cookie Name          | Type       | Purpose                         | Duration  | Provider |
|----------------------|------------|---------------------------------|-----------|----------|
| csrf_token           | Essential  | Security (CSRF protection)      | Session   | Prduct   |
| cookie_consent       | Essential  | Cookie preference storage       | 12 months | Prduct   |
| user_language        | Functional | Language preference             | 12 months | Prduct   |
| theme_preference     | Functional | UI theme (light/dark)           | 12 months | Prduct   |
| _ga                  | Analytics  | Google Analytics ID             | 24 months | Google   |
| _gid                 | Analytics  | Google Analytics session        | 24 hours  | Google   |
| _gat                 | Analytics  | Google Analytics throttle       | 1 minute  | Google   |
| _gcl_au              | Marketing  | Google Ads conversion           | 90 days   | Google   |
| li_sugr              | Marketing  | LinkedIn tracking               | 90 days   | LinkedIn |
| _fbp                 | Marketing  | Facebook Pixel                  | 90 days   | Facebook |
| intercom-id-*        | Functional | Intercom visitor identification | 270 days  | Intercom |
| intercom-session-*   | Functional | Intercom active session         | 7 days    | Intercom |
| intercom-device-id-* | Functional | Intercom device identifier      | 270 days  | Intercom |

**Note:** This list may change as we add/remove services. Check this page for the current list.

## 6. DO NOT TRACK (DNT)

**6.1 DNT Signals.** Some browsers offer “Do Not Track” settings that send a signal to websites requesting not to be tracked.

**6.2 Our Response.** Where legally required, we honor DNT signals by:

- Disabling analytics cookies
- Disabling marketing cookies
- Essential and functional cookies may still be used

### 6.3 How to Enable DNT:

- **Chrome:** Settings > Privacy and security > Send a “Do Not Track” request
- **Firefox:** Settings > Privacy & Security > Send websites a “Do Not Track” signal
- **Safari:** Preferences > Privacy > Prevent cross-site tracking
- **Edge:** Settings > Privacy > Send Do Not Track requests

## 7. MOBILE APPS

**7.1 Future Mobile Apps.** If we launch mobile apps, they may use similar tracking technologies (device identifiers, SDK analytics).

**7.2 Mobile Settings.** You can control tracking through your mobile OS settings:

- **iOS:** Settings > Privacy > Tracking
- **Android:** Settings > Google > Ads > Opt out of Ads Personalization

## 8. CHANGES TO THIS POLICY

**8.1 Updates.** We may update this Cookie Policy to reflect:

- New cookies or technologies
- Changes in third-party services
- Legal requirements

**8.2 Notice.** Material changes will be notified via:

- Updated banner on next visit
- Email notification (if you have an account)
- Notice on prduct.com

**8.3 Check Regularly.** Review [prduct.com/cookies](https://prduct.com/cookies) periodically for updates.

## 9. YOUR RIGHTS

You have the right to:

- **Withdraw Consent:** Change cookie preferences anytime
- **Access:** Request information about cookies we've set
- **Object:** Object to tracking for marketing purposes
- **Complain:** Lodge a complaint with your Data Protection Authority

See our Privacy Policy ([prduct.com/privacy](https://prduct.com/privacy)) for full details on your rights.

## 10. THIRD-PARTY COOKIES

**10.1 Independent Control.** Third-party cookies are controlled by external companies, not Prduct. We don't have access to data they collect.

**10.2 Their Privacy Policies:** Review their policies for details:

- **Google:** [policies.google.com/privacy](https://policies.google.com/privacy)
- **LinkedIn:** [linkedin.com/legal/privacy-policy](https://linkedin.com/legal/privacy-policy)
- **Facebook:** [facebook.com/privacy/policy](https://facebook.com/privacy/policy)
- **AWS:** [aws.amazon.com/privacy](https://aws.amazon.com/privacy)

**10.3 Sub-processors.** See [prduct.com/subprocessors](https://prduct.com/subprocessors) for the full list of third parties who may set cookies.

## 11. INTERNATIONAL USERS

**11.1 EU/EEA:** We comply with the EU ePrivacy Directive and GDPR. We obtain consent before setting non-essential cookies.

**11.2 UK:** We comply with the UK Privacy and Electronic Communications Regulations (PECR).

**11.3 Other Jurisdictions:** We follow local cookie laws where applicable.

## 12. COOKIES AND CHILDREN

**12.1 Not for Children.** The Platform is for business use only, not intended for children under 16.

**12.2 Parental Control.** If you're a parent and believe we've set cookies on your child's device, contact [dpo@prduct.com](mailto:dpo@prduct.com).

## 13. SECURITY

**13.1 Cookie Security.** We implement security measures to protect cookies:

- HttpOnly flags (prevents JavaScript access)
- Secure flags (transmitted only over HTTPS)
- SameSite attributes (prevents CSRF attacks)
- Short expiration for sensitive cookies

**13.2 Your Responsibility.** Keep your device and browser secure. Don't share your logged-in device with others.

## 14. CONTACT US

### Questions about cookies?

**Email:** [dpo@prduct.com](mailto:dpo@prduct.com)

**Address:** Prduct ApS, Universitetsbyen 7, 8000 Aarhus C, Denmark

**Privacy Policy:** [prduct.com/privacy](https://prduct.com/privacy)

## 15. MORE RESOURCES

### Learn More About Cookies:

- **All About Cookies:** [allaboutcookies.org](https://allaboutcookies.org)
- **EU Cookie Information:** [ec.europa.eu/ipg/basics/legal/cookies](https://ec.europa.eu/ipg/basics/legal/cookies)
- **Your Online Choices:** [youronlinechoices.eu](https://youronlinechoices.eu)

### Manage Third-Party Tracking:

- **Google Ad Settings:** [google.com/settings/ads](https://google.com/settings/ads)
- **Network Advertising Initiative:** [optout.networkadvertising.org](https://optout.networkadvertising.org)
- **Digital Advertising Alliance:** [optout.aboutads.info](https://optout.aboutads.info)