

Cookie Policy

Version 2.0 | Effective 10 September 2026 | <https://prduct.com/cookies>

Replaces the Cookie Policy dated 15 November 2025.

Prduct ApS

Last Updated: 10 September 2026

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 and third-party cookies.

- **First-party cookies:** Set by Prduct (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:

- prduct_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_aud`, 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 prduct.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
- **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

Please 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
- **Google Analytics:** tools.google.com/dlpage/gaoptout
- **LinkedIn:** linkedin.com/psettings/guest-controls
- **Facebook:** facebook.com/settings?tab=ads
- **Industry Opt-Out:** youronlinechoices.eu (EU) or 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
csrf_token	Essential	Security (CSRF protection)	Session	Prduct

Cookie Name	Type	Purpose	Duration	Provider
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_a	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

Please 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 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-policy) 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
- **LinkedIn:** linkedin.com/legal/privacy-policy
- **Facebook:** facebook.com/privacy/policy
- **AWS:** aws.amazon.com/privacy

10.3 Sub-processors. See prduct.com/data-processing-agreement/sub-processors 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.

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

Address: Prduct ApS, Universitetsbyen 71, 8000 Aarhus C, Denmark

Privacy Policy: prduct.com/privacy-policy

15. MORE RESOURCES

Learn More About Cookies:

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

Manage Third-Party Tracking:

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