



# COOKIE POLICY

## What information we collect

At hmf.dk we only collect basic data about activity from your visit to the website, to give you the best possible user experience, and for statistical purposes.

The data we collect about your behaviour comes from the following sources:

### COOKIES

A cookie is a term for the registration of a user's behaviour on a network with the user (on the user's hard disc). This means that when the user visits the site, the server (hmf.dk) knows whether it is the user's first visit or a return visit, and how long the user has been active on the website.

Cookies are used by hmf.dk to optimise the website and its functionality, and thus to make visiting as convenient as possible for you.

You can always delete cookies from your computer, e.g. in the following way:

To delete cookies in Internet Explorer, Select Tools via the Gear Icon > Safety > Delete browsing history

### DEVICE AND LOG DETAILS

We collect unit-specific information, such as the operative system, and whether you are visiting us via a computer or a mobile phone, and we log your IP address and your search queries.

### LOCATION DETAILS

When you visit hmf.dk we collect information about your geographical location based on your IP address.

You can read details of individual cookies at the end of this cookie policy.

## How we use the data we collect

We use the data we collect exclusively to give you the best possible experience when you visit hmf.dk and for statistical purposes.

The statistics are collected and calculated by Google Analytics and made available to HMF Group A/S. As the data processor, Google is subject to GDPR rules on protection of personal data.

None of the information collected is sold, shared or passed on to third parties.

We always ask for consent before we use your data for any purpose other than those stated in this cookie policy.



## If you would like insight into the data we have about you

Since we do not store personal information about you and your personal affairs, we have no information that can be delivered.

You can be referred to the data processing manager if you contact HMF Group A/S. To do this, contact [info@hmf.dk](mailto:info@hmf.dk)

## Necessary cookies

### **ASP.NET\_SessionId**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Preserves users' states across page requests.

**Initiator:** Webserver

**Source:** hmf.dk

**Data is sent to:** Denmark (adequate)

### **Dynamicweb.SessionVisitor**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Preserves users' states across page requests.

**Initiator:** Web server

**Source:** hmf.dk

**Data is sent to:** Denmark (adequate)

## Cookies for statistics

Cookies for statistics help website owners to understand how visitors interact with the website by collecting and reporting anonymous information.

### **\_ga**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Registers a unique ID that is used to generate statistical data on how the visitor uses the website

**Initiator:** Script tag, page source line number 60

**Source:** <https://www.googletagmanager.com/gtm.js?id=GTM-PB8LZTZ>

**Data is sent to:** Netherlands (adequate)

**Expiry:** 2 years

**Prior consent enabled:** No



#### **\_gat**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Used by Google Analytics to throttle request rate

**Initiator:** Script tag, page source line number 60

**Source:** <https://www.googletagmanager.com/gtm.js?id=GTM-PB8LZTZ>

**Data is sent to:** Netherlands (adequate)

**Prior consent enabled:** No

#### **\_gid**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Registers a unique ID that is used to generate statistical data on how the visitor uses the website

**Initiator:** Script tag, page source line number 60

**Source:** <https://www.googletagmanager.com/gtm.js?id=GTM-PB8LZTZ> Cookie scan report - 1/2

**Data is sent to:** Netherlands (adequate)

**Prior consent enabled:** No

## Marketing cookies

Marketing cookies are used to trace visitors across websites. The aim is to show visitors material or advertisements based on individual use, and thus make the content more valuable and relevant for the user.

### **google-analytics.com Pixel Session**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

**Initiator:** Script tag, page source line number 60

**Source:** [https://www.google-analytics.com/r/collect?v=1&\\_v=j67&a=1898641767&t=pageview&\\_s=1&dl=http%3A%2F%2Fwww.hmf.dk%2F&ul=en-us&de=UTF-8&dt=HMF%20-%20power%20to%20lift&sd=24-bit&sr=1024x768&vp=997x739&je=0&\\_u=YEBAAEAB~&jid=1598533138&gjid=7936736&cid=66337933.1525346024&tid=UA-102009816-1&\\_gid=694408369.1525346024&\\_r=1>m=G4dPB8LZTZ&z=1739112842](https://www.google-analytics.com/r/collect?v=1&_v=j67&a=1898641767&t=pageview&_s=1&dl=http%3A%2F%2Fwww.hmf.dk%2F&ul=en-us&de=UTF-8&dt=HMF%20-%20power%20to%20lift&sd=24-bit&sr=1024x768&vp=997x739&je=0&_u=YEBAAEAB~&jid=1598533138&gjid=7936736&cid=66337933.1525346024&tid=UA-102009816-1&_gid=694408369.1525346024&_r=1>m=G4dPB8LZTZ&z=1739112842)

Via <https://www.googletagmanager.com/gtm.js?id=GTM-PB8LZTZ>

**Data is sent to:** United States (adequate)

**Expiry:** 2 years

**Prior consent enabled:** No



### **Dynamicweb**

**Provider:** hmf.dk

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Contains a unique ID as well as the date of the user's last visit to the website. This data is used to recognise returning users in order to personalise the website content and generate statistical data.

**Initiator:** Webserver

**Source:** hmf.dk

**Data is sent to:** Denmark (adequate)

**Expiry:** 1 year

**Prior consent enabled:** No

### **VISITOR\_INFO1\_LIVE**

**Provider:** youtube.com

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Tries to estimate the users' band width on pages with integrated YouTube videos.

**Initiator:** frame,page source line number 406

**Source:** <https://www.youtube.com/embed/qj5rdd9fdly?rel=0&wmode=transparent>

**Data is sent to:** US (adequate)

**Expiry:** 179 days

**Prior consent enabled:** No

### **YSC**

**Provider:** youtube.com

**Type:** HTTP Session

**First found URL:** <http://www.hmf.dk>

**Cookie purpose description:** Registers a unique ID to keep statistics of what videos from YouTube the user has seen

**Source:** <https://www.youtube.com/embed/qj5rdd9fdly?rel=0&wmode=transparent>

**Data is sent to:** US (adequate)

**Prior consent enabled:** No