

# Cookie and Privacy Policy

## Our identity

In case of questions regarding this cookie and privacy policy please contact us by using the following contact information:

**Hi-Con A/S**  
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**9320 Hjallerup**  
**Tlf. +45 98 28 37 20**  
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**CVR. nr. 2602 0387**

## Introduction

When you visit our website, we collect data about your activities in order to adjust and improve our content, to analyze our traffic and to improve the value of our ads on social medias. If you prefer that no information are collected, you are recommended to delete all of your cookies and not use this website ([www.hi-con.com](http://www.hi-con.com)).

Below we have elaborated the information that is collected, its purpose and which third parties that have access to the information.

## Cookies

This website uses cookies, which is a small amount of data generated by a website and stored at your computer, telephone, or other devices. The purpose of the cookies is to recognize the device, remember the settings, carry out statistics and target ads. The cookie cannot contain damaging codes like a malware, and it is possible to delete or block all cookies.

If you either delete or block a cookie, you should be aware that it can affect the content on the website will become less relevant and you risk that the website might not perform optimally.

The website contains third party cookies, which in various extent includes the following parties:

### Google Analytics

This cookie collects anonymous data about the way you interact with our website. In order to help us improve and optimize our content, Google Analytics places an individual ID with the purpose of generating statistics about the use of our website.

### Google Search Console

This website uses Google Search Console. This cookie helps generating information about searches, inactive links, indexing and errors. The information is anonymous and are only used to optimize the website.

### **Google Tag Manager**

Google Tag manager is a tool, which helps to manage and insert marketing tags. This can booth be pieces of codes and pixels in order to collect data about the use of the website. Google Tag Manager makes sure that the data collected from our website are shared with other data sources, like Google Analytics.

### **Facebook**

The Facebook Pixel is a marketing cookie that tracks visitors across websites. This is important in order to be able to optimize and improve the ads, which Hi-Con sends out on social medias.

### **LinkedIn**

The LinkedIn InsightTag is also a marketing cookie, which has been implemented on our website in order to track visitors and collect data about pageviews and conversions. By usig this cookie we can improve the ads that we send out through social medias.

## **Personal information**

### **General**

Personal information is any information that in some way or another can be directed to you. When you use our website, we collect and process different kind of information as you read our content, sign-up for our newsletter, participate in competitions or surveys and any other use of our services.

Typically, we collect and process the following types of information: A unique ID and technical information about your computer, tablet or telephone, your IP-number, geographical location and on which pages you click. To the extent in which you give explicit consent and type in information about yourself, we manage information such as: Name, phone number, e-mail, adress, company name and job title. This typically happens in relation to sign-ups for our newsletter, order of brochure and samples or similar services.

### **Safety**

We have taken technical and organizational actions against your information being accidental or illegal deleted, published, lost, impaired, or used by any unauthorized parties, misused, or dealt with in violation with the law.

### **Purpose**

The information will be used to identify you as a user and show you the most relevant ads, register your sign-ups and downloads and supply the services, which you have requested, like sending you a newsletter. Furthermore, we use the information to improve our services and content.

### **Period of storage**

The information is stored in the period, which is permitted by law and we will delete them, when they are no longer necessary. The length of the period is determined by the character of the

information and the reason for storing them. Therefore, it is not possible to specify a general time frame for deleting the information.

### **Disclosure of information**

Data about your use of our website, which ads you receive and click on, your geographical location, gender, age etc. are handed over to third parties to the extent that this information are known. You can read more about which third parties that are implicated in the section about “cookies”. The information is used to target advertising.

Furthermore, we use several third parties to store and manage data. These only manage the data on our behalf and are not allowed to use them for own purposes.

Disclosure of personal information like name and e-mail can only take place by your consent. We only use data processors within EU or countries that can provide enough protection of your information.

### **Insights and complaints**

You have the right to get information on which of your personal data we manage. Furthermore, you can always make an objection against using your data and you are entitled to withdraw your consent to manage your data. If the managed data is incorrect you have the right to get them corrected or deleted. Please contact: [jnt@hi-con.dk](mailto:jnt@hi-con.dk) for inquiries about this matter.