

# Cookies on hurtigrutensvalbard.com

Today, the vast majority of websites use cookies to enhance the user experience. A cookie is a text file that is added to your browser's internal memory when you visit or interact with a website. With the new legal framework and new EU regulations on data protection, many are wondering what "cookies" are. Here you will find information about how we use cookies on the hurtigrutensvalbard.com website.

## Use of cookies

"Cookies" are a standard technology that almost all websites use today. A cookie is a small text file that is added to your browser's internal memory and allows us to keep track of what you add to your shopping cart and which items are displayed, as well as providing statistics that we use to make our web pages better for our users. Most modern browsers (Google Chrome, Firefox, Internet Explorer, Safari, Opera etc.) are set to accept cookies automatically, but you can choose to change settings so that cookies are not accepted. To change cookie settings, please see the 'Help' section of your browser or visit [aboutcookies.org](http://aboutcookies.org). Please note, if you do not accept cookies many websites will not function optimally.

Like most other websites, we collect information automatically and save it in log files on our servers. This is information such as which type of browser you use on our website, broadband providers (ISPs), operating systems, date and time of visit, as well as some data about navigation.

We use the information we collect to analyse trends so that we can make our web pages better for those visiting us online. Information will only be used internally and will not be forwarded to any third party and/or other persons outside Hurtigruten. We never store information that can identify you personally.

## Cookies on our pages

### Google AdWords

AdWords uses different cookies that allow us to display AdWords adverts based on your actions on our website (e.g. if you read about a trip or add something to your shopping cart). We also use AdWords cookies to find out which of our advertising campaigns work best.

### Facebook

Facebook uses different cookies so that we can display Facebook ads based on your actions on the website (e.g. if you visit a page about a trip).

## **Google DoubleClick**

DoubleClick uses multiple cookies that enable us to display ads in the DoubleClick network based on your actions on the website (e.g. if you visit a page about a trip or add something to your shopping cart).

## **Google Analytics**

*\_dc\_gtm\_XXX*

Helps us to see data about age, gender and interests in Google Analytics. XXX corresponds to our Google Analytics ID. This is anonymous and on group level. In other words, we cannot see details about a particular person, only distribution among different age groups and suchlike.

*ClientID, \_ga og \_gid*

Keeps track of how many times you have visited our pages so that we can see how many users visited for the first time and how many users visit our pages more frequently. We can also see where you come from (search engine, links etc.) and which pages you have visited on our website.

## **YouTube**

When you play a video on our pages that is located at YouTube.com, YouTube will save cookies to your browser.

## **Formstack**

Formstack er en tjeneste vi bruker for å lage skjema som du kan fylle ut, blant annet påmelding til nyhetsbrev. Hvis du besøker en side med et skjema på nettsidene våre, kan Formstack lagre cookies i nettleseren din.