

## Lässig – Cookie-Policy

We use several types of cookies on our website. With this cookie policy we want to inform you about which cookies we use and what we use them for.

### I. What are cookies?

Cookies are small text files that are stored in the Internet browser or by the Internet browser on your computer system. When you visit a website, a cookie may be stored on your operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

In general, cookies have a certain period of validity from the time they are set on an electronic device. The validity period of most cookies that we set is limited to the duration of a session. This means that the cookies are automatically deleted as soon as you close the web browser.

### II. Necessary (functional) cookies

We place necessary cookies to make our platform and our websites work better, to increase their user-friendliness and/or to provide the services you have requested. Necessary cookies ensure, for example, that you do not have to log in every time you log in to the shop, that basic functions such as page navigation on the website work properly, and that you have access to secure areas of the platform and the website.

The necessary cookies only process information such as IP address, date and time of your visit and the preferences you have set. Lässig may set these cookies without your consent.

In this context, we use cookies from the following providers:

Cookie Name	Storage duration	Provider	Description
csrf[frontend.account.login]	Session	Lässig	Security cookie for logging into the customer account.
csrf[frontend.account.register.save]	Session	Lässig	Security cookie for registration in the shop.
csrf[frontend.checkout.line-item.add]	session	Lässig	Security cookie for adding products to the shopping basket.
csrf[*]	session	Lässig	Security cookies for core functions of the shop system.

session	session	Lässig	Checks whether the respective user has an active shopping basket and whether the user is logged in.
paypal-cookie-key	session	PayPal	For processing the payment transaction of an order
_dd_s	session	Mollie Payment	For processing the payment transaction of an order
timezone	30 days	Lässig	Ensures that the correct time is always displayed for the user.
solid-pv-content-blocker-enabled	30 days	Lässig	Saves whether the user has agreed to the embedding of YouTube videos
moorl-fb-store	Session	Lässig	Remember form entries

### III. Analytical cookies

We use analytical cookies on our websites to compile web statistics and measure the use of our websites. This gives us information about how often our website is visited, what information users are looking for and which areas/pages of the websites are visited most frequently. We also receive information about your browser and the device you use to visit our websites.

This information allows us to improve our services and better customise the website to your preferences. Before we place analytical cookies, we ask for your consent.

In this context, we use cookies from the following providers:

Cookie Name	Storage duration	Provider	Description
_gat_*	1 minute	Google Ireland	Speeds up website loading times and reduces the request rate on websites with high traffic.
_gid	24 hours	Google Ireland	Recognises returning users on the website and merges with data from previous visits.
_ga_*****	2 years	Google Ireland	For storing user ID and analysing website usage for statistical purposes.
_ga	2 years	Google Ireland	To differentiate between users
__uu	1 year	Hurra	To analyse user behaviour on the website.

_HC_5528	3 months	Hurra	Stores information about the ID of the click request, the client ID, the channel ID and the expiry date.
_HC_fr	session	Hurra	Indicates whether the checks for local storage and cookie synchronisation have already been performed
_HC_uu	1 year	Hurra	Analysis of user behaviour
_HC_v5528	30 minutes	Hurra	Storage of information about an active session.
fcv	10 minutes	Hurra	For the transmission of tracking parameters.
fr	session	Hurra	Indicates whether the checks for local storage and cookie synchronisation have already been performed
v5528	90 minutes	Hurra	Storage of information about an active session.
emos_jckamp	30 days	Econda	Anonymised analysis of user behaviour
emos_jcvid	2 years	Econda	VisitorId cookie; collects statistical data about user behaviour on the website
emos_jcsid	Session	Econda	This cookie enables us to analyse the use of the website using Econda.
ajs_anonymous_id	1 year	Hotjar	The cookie is usually used for analytics purposes and helps count visitors to our website by tracking whether you have been to the site before.
ajs_group_id	1 year	Hotjar	This cookie collects data about user behaviour. This data can then be assigned to a specific visitor group based on similarities between the website visitors.
_hjid	1 year	Hotjar	The cookie is used to maintain a Hotjar user ID that is unique to the website in the browser. This allows user behaviour to be assigned to the same user ID on subsequent visits.
_hjIncludedInSample	1 year	Hotjar	This session cookie is set to inform Hotjar whether you are part of the selected persons (sample) that are used to generate funnels.

#### IV. Advertising cookies

We use advertising cookies to track users of our website when they visit other websites. The purpose of these cookies is to show the user adverts on different websites that are tailored to the user's preferences and interests and are therefore relevant. This relevance is important because we do not want to show you unnecessary adverts.

Among other things, these cookies allow us to track which adverts have already been shown, how many users click on our adverts and how many users visit Lässig after clicking on adverts. Before we set advertising cookies, we ask for your consent.

In this context, we use cookies from the following providers:

Cookie Name	Storage duration	Provider	Description	Type of Cookie
_gads	unlimited	Google Advertising	Tracking of campaign information	
_gac	unlimited	Google Advertising	Tracking the campaign information	
_gac_UA-#	3 months	Google Advertising	Tracking of campaign information	
_gcl_aw	3 months	Google Advertising	Analysing advertising measures	HTTP Cookie
_gcl_au	3 months	Google Advertising	Marketing cookie to measure the effectiveness of an advertising measure	
ads/ga-audiences	session	Google Advertising	To control the customer approach	Pixel Tracker
IDE	1 year	Google Advertising	Ad tracking for Doubleclick / personalised advertising	HTTP Cookie
DSID	1 day	Google Advertising	Ad tracking for Doubleclick	
Consent	20 years	google.com	Storage of user preferences and other information, e.g. preferred language, number of search results to be displayed, decision on filter activation	
r/collect	session	Google Advertising	Ad tracking for Doubleclick	
test_cookie	1 day	Google Advertising	Ad tracking for Doubleclick	

amplitude_id_#	10 years	Criteo	Interest-based advertising	
zarget_visitor_info	1 year	Criteo	Interest-based advertising	
uid	3 years	Criteo	Interest-based advertising	
cto_tld_test	1 day	Criteo	Interest-based advertising	
criteo_wite_test	1 day	Criteo	Interest-based advertising	
ajs_group_id	1 year	Criteo	Interest-based advertising	
cto_bundle	1 year	Criteo	User analysis	
_fbc	3 months	Meta Platforms, Inc.	To display advertising	
_fbp	3 months	Meta Platforms, Inc.	To the display of adverts	
fr	4 months	Meta Platforms, Inc.	To display advertising	
_uetsid	Persistent	Microsoft	Tracking website usage for optimised ad placement	
_uetsid	1 day	Microsoft	Tracking website usage for optimised advertising placement	
_uetsid_exp	Persistent	Microsoft	Contains the expiry date for the cookie with the corresponding name	
_uetvid	Persistent	Microsoft	Tracking website usage for optimised ad placement	
_uetvid	1 year	Microsoft	Tracking website usage for optimised ad placement	
_uetvid_exp	Persistent	Microsoft	Contains the expiry date for the cookie with the corresponding name	
_pin_unauth	1 year	Pinterest	Analysis of service usage	

_pinterest_ct_u a	1 year	Pinterest	Analysis of service usage	
_epik	Session	Pinterest	User identification	
_derived_epik	Session	Pinterest	Recognition of matches without cookies being present, e.g. with Enhanced Match.	
_pinterest_ct	Session	Pinterest	Documentation of use by the user	
uuid	400 days	Brevo	Identification of known contacts who visit the customer's websites	
sib_cuid	6 months	Storelocator	Identification of known contacts who visit the customer's websites	
DoubleClick	session	Google Ireland	Analysing website usage; statistics	
MUID	1 year	Microsoft	Storage of user identification/analysis and for personalised advertising	

## V. Customise, block and delete cookies

If you do not want to allow cookies, you can adjust the settings of your internet browser to block the use of cookies. This may mean that the website or our shop does not function optimally or that you can no longer use some functions.

You can find out how to manage (including disabling) cookies in the most important browsers by following the links below:

- Chrome browser: <https://support.google.com/accounts/answer/61416?hl=de>
- Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>
- Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Safari: <https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- Opera: [help.opera.com/Windows/10.20/en/cookies.html](http://help.opera.com/Windows/10.20/en/cookies.html)

If you have any questions about this cookie policy, you can email us at [datenschutz@laessig-gmbh.de](mailto:datenschutz@laessig-gmbh.de) at any time.

Lässig has the cookies set checked regularly. This cookie policy can be changed by Lässig at any time.

*Status: July 2024*