

## COOKIE POLICY

On [www.cellbes.com](http://www.cellbes.com) and in our newsletters, cookies, pixels and similar tracking technologies (“**cookies**”) are used that give us information about your device and store information on your device. We at Cellbes AB (“**Cellbes**”, “**we**” or “**us**”) are responsible for the use of cookies on our website and in our newsletters.

We care about your privacy and want you to feel safe when using our website or receiving our newsletters. When we use cookies, you have certain rights, such as the right to [withdraw your consent](#) and the right to [lodge a complaint](#) with a supervisory authority. Further details on these [rights](#) are provided below.

You’re welcome to [contact us](#) at any time should you have questions regarding our use of cookies.

### Summary – why do we use cookies?

We need to use some cookies to:

- [ensure the website works properly,](#)
- [remember your preferences,](#)
- [be able to carry out influencer marketing activities,](#)
- [to be able to show films and Instagram posts on our website,](#)  
and
- [enable you to use your member account.](#)

With your consent, we also use cookies to:

- [analyze how the website is used with the help of Google’s analytics service,](#)
- [display relevant marketing from us on other websites and social media, such as Facebook,](#)
- [make improvements to our newsletter,](#) and
- [send reminders to you about items you have added to your basket.](#)

*For more detailed information about our use of cookies, simply click on the links above.*

In this text you can read about how we use cookies, eg. why we do it and how you can avoid them. In our cookie compilation, available to view [here](#), you’ll find a more detailed description of the cookies we use and how long we use each respective cookie for.

We primarily use standard so-called "http cookies" but also place more advanced pixel cookies from Google, Facebook and other providers. You can read more about the cookies that such providers place on their respective info pages that we have linked to below in this cookie policy.

## Your Privacy Matters to Us

To protect your privacy, we have taken steps to avoid identifying you when you use our website or receive our newsletters. For example, we primarily use an encrypted version of your IP address. This measure is taken to avoid it being possible to identify you. When we process data that can be directly or indirectly linked to you as an individual, we inform you about this in our [privacy policy](#).

## Responsible for the Use of Cookies

We at **Cellbes AB** with organization number SE556540215201 are responsible for the use of cookies on our website and in our newsletter.

Please feel free to contact us if you have any questions about our use of cookies or would like to object to our use of cookies. The easiest way to reach us is at [customerservice@cellbes.com](mailto:customerservice@cellbes.com). Our postal address is Cellbes AB, 501 87 Borås, Sweden.

## Some Cookies Continue to be in Use After Your Visit

Some cookies (so-called "permanent cookies") will continue to be used by your browser even between sessions, i.e. after you have visited our website, while other cookies (so-called "temporary cookies" or "session cookies") are only used temporarily. In our cookie summary [here](#) you'll find a detailed description on how long we use respective cookies for.

## You Can Avoid Cookies

- You can **block** certain types of cookies through your browser settings. In this case, your browser will automatically deny the use of these cookies or inform you each time a website (like ours) requests to use that type of cookie.
- You can choose **not to consent** to us using certain types of cookies.
- If you choose to give your consent to us using cookies, you may of course **withdraw your consent** any time by contacting us at [customerservice@cellbes.com](mailto:customerservice@cellbes.com).
- After you visit our website you can **review and delete** permanent cookies that have been stored on your browser.

If you block or delete essential cookies, the website will not function as intended and you will not be able to use all of the website's features. Below we have explained what happens if you block or delete such cookies.

## You Have the Right to Submit a Complaint

Should you wish to make a complaint about our use of cookies, you can do so by contacting the supervisory authority for the use of cookies.

**3rd Party Services**

We use cookies from [Google Analytics](#), [Microsoft Clarity](#), [Google Ads](#), [Meta Ads](#), [Microsoft Ads](#), [Snapchat](#), [Criteo](#), [Voyado](#), [Cookiebot](#), [Norce](#), [Adtraction](#), [YouTube \(Google\)](#) and [Instagram](#). These third parties will in some cases use the information collected for their own purposes and will inform you separately about the processing thereof. In the tables below we have set out the purposes for which we use such third-party services.

The use of third-party services means in some cases that your personal data is at risk of being transferred outside the EU/EEA. In our [privacy policy](#) we detail when this may be the case and what data being transferred outside the EU/EEA entails.

**Cookies You Can Consent To**

The following cookies are only used if you have consented, i.e. they are not strictly necessary for you to be able to use our website or receive our newsletters. Your consent is of course voluntary and you can withdraw it at any time by contacting us at [customerservice@cellbes.com](mailto:customerservice@cellbes.com).

*In our cookie summary [here](#) you can find a more detailed description of the cookies we use, which supplier each cookie comes from and how long each cookie is used.*

<b>To Improve the Website and Our Offering</b>
<p>To analyze how you use our website, we use cookies from Google's analytics tool, <a href="#">Google Analytics</a>, and <a href="#">Microsoft Clarity</a>'s analysis tool. These cookies place a random ID on your device to distinguish visitors and see patterns of website usage and how effective our marketing is.</p> <p>We collect information about your encrypted IP address, your geographical location and other information about how you use the website, such as what you click on, where you are browsing from and how many times you have visited the website. This data is used to optimize functionality, loading speed and to tailor the website to suit our visitors.</p> <p>You can avoid cookies from Google Analytics through downloading and installing <a href="#">this</a> browser extension. <a href="#">Here</a> you'll find information on how to avoid cookies from Microsoft Clarity.</p>
<i>Blocking/deleting these cookies will hamper our ability to develop the website and our offering.</i>

<b>To be Able to Show You Relevant Marketing</b>
<p>In order to <b>show you relevant marketing</b> and <b>follow up on such marketing activity</b> when you visit other websites or social media we use cookies from Google's <a href="#">Google Ads</a> marketing tool and from marketing services that belong to <a href="#">Meta</a> (Facebook and Instagram), <a href="#">Microsoft Ads</a>, <a href="#">Snapchat</a> and <a href="#">Criteo</a>.</p> <p>The tools mean that you see search results and advertising banners from us based on the analysis made of how you used our website and based on other information that Meta, Google, Microsoft, Snapchat and Criteo have about you (so-called "profiling").</p> <p><a href="#">Here</a> you adjust your preferences in regards to the marketing you see from Google, <a href="#">here</a> you can find info</p>

on how to avoid cookies from Facebook and [here](#) you'll find more info on your Instagram preferences. [Here](#) you can read more about your Snapchat preferences. [Here](#) you can adjust your preferences for marketing services you are shown from Criteo.

*Blocking/deleting these cookies will mean you are shown less relevant advertising.*

### To Improve Our Newsletter

In order to improve our newsletters based on aggregate analysis of whether you open the newsletter and what you click on in the newsletter, we use cookies from [Voyado](#).

These cookies collect information that you are a subscriber to our newsletters, your IP address, your email address and information about how you use our newsletters, such as data on whether you have opened the newsletter and what you have clicked on in it.

The information is used to optimize and improve our newsletters and press releases to be better tailored to our subscribers.

*Blocking/deleting these cookies will hamper our ability to improve our newsletters.*

### To Remind You About Items in Your Basket

To **remind you about the items you have added to your shopping basket**, we use cookies from [Norce](#). These cookies collect and store information about your email address and information about the items you have added to your shopping basket.

*If you block/delete these cookies, we will not be able to remind you of items you have added to your shopping basket.*

## Essential Cookies

The cookies below are used at various times when you visit our website and are necessary to provide a function that you have explicitly requested, such as to make the website work. Your consent is therefore not required for our use of these cookies.

*In our cookie compilation found [here](#), you can read a more detailed description of the cookies we use, which supplier each cookie comes from and how long each cookie is used.*

### For Website Functionality

In order to technically be able to **provide a well-functioning and secure website**, we keep track of your session using temporary cookies from

[Norce](#). These cookies create a unique ID for your session and make the website work as well as possible. This means we avoid spam and ensure sufficient security by recognizing you during your visit.

To **customize the website to your device**, we use a cookie that collects information about your device. Based on such information, we customize the website view so that you see the number of products that

are appropriate for the device you are using.

*If you block/delete these cookies, the website will not function optimally.*

### To Remember Your Preferences

Cookies are used **to remember which country's version of the website and currency you want to view**. This ensures that you see the correct currency and language.

**To remember which products you have added to your shopping basket** during the ordering process, cookies are used to store such information.

**To remember which products you have 'liked'**, cookies are used that store information about the products you have liked.

**To remember whether you have consented**, we continue to save information about your consent to using cookies. To do this, we use cookies from [Cookiebot](#).

*If you block/delete these cookies, we will not be able to record your preferences, but will, for example, show you a version of the website that is not tailored to you. In addition, we need to collect new data when you next visit the website.*

### So We Can Market Ourselves Via Influencers and Partners

We use cookies from [Adtraction](#) to be able to **market ourselves through influencers and other partners**. Tracking means that we can pay our partners the correct compensation based on how successful the marketing has been.

To do this, we collect and store information about where you found us.

*If you block/delete these cookies, we will not be able to pay our partners the correct compensation.*

### To Display Videos and Instagram Posts on the Website

In order for us **to be able to show films on the website**, we use cookies from [YouTube \(Google\)](#).

In order for us **to be able to display Instagram posts on the website**, we use cookies from [Instagram](#).

*If you block/delete these cookies, we will not be able to display videos or Instagram posts on the website.*

### So You Can Use Your Membership Account

To enable you **to use the website in logged-in mode**, we use cookies that remember that you are logged in after you have entered your login details.

*If you block/delete these cookies, you will need to log in again.*