

COOKIE POLICY

1. Introduction

This Cookie Policy explains how Nysnö uses cookies and similar technologies on our website. We use cookies to enhance your experience, analyze traffic, and provide personalized content. By accepting our use of cookies, you consent to our storing and using cookies as described below.

2. What are cookies?

Cookies are text files stored in your browser when you visit websites. They typically contain a website address and an identifier. Cookies help improve your experience while browsing, for example by remembering which products you have placed in your shopping cart. A cookie does not contain any personal information but helps Nysnö keep track of the browser so that it is recognized as unique or returning for functions on Nysnö's website and in our statistics system. There are two types of cookies: one type saves a file on your device, which is used, among other things, for functions that identify what has changed on the website since the user last visited. The other type, known as a session cookie, is stored only temporarily during the time you browse the site, for example to retain information you enter in forms, and to collect information about how you use the site for our analysis so that we can improve the site and our communication.

3. What types of cookies do we use?

Cookie-typ	Syfte	Lagringstid
Necessary	Required for the website to function properly.	Session/permanent
Analytic	Helps us understand how visitors use the website.	Up to 24 months
Marketing	Used to personalize advertising and track conversions. Used to personalize advertising and track conversions.	Up to 12 months

4. Which cookies do we use and why?

First party cookies	Used for basic functionality, such as login and shopping cart.	
Third party cookies		
Google Analytics	To analyze user statistics and improve the website.	
Webflow	To provide the basic functionality of the website.	
Meta	So that you can later receive ads from Meta (Instagram and Facebook) tailored to your interests based on activity on our website.	

5. Legal basis for cookie use

Necessary cookies are used based on the legal ground "Legitimate Interest" (Article 6.1(f) GDPR). Analytical and marketing cookies are used based on the legal ground "Consent" (Article 6.1(a) GDPR).

6. Consent and management of cookies

When you visit our website, you will have the option to accept or reject cookies via a cookie banner. You can also change your settings and/or delete cookies in your browser according to the instructions provided by each browser.

7. Personal data

Placing certain cookies means we process your personal data. Nysnö AB is the data controller for the processing of your personal data. In our Privacy Policy (see the link at the bottom of our website), you can find information about your rights regarding our processing of your personal data, including your right to withdraw your consent, right to object to our processing, right of access, right to rectification, right to erasure and restriction, right to data portability, and the right to lodge a complaint.

8. Data sharing and transfers to third countries

Some of our third-party services may transfer data outside the EU/EEA, for example to the USA (such as Google Analytics). We use Standard Contractual Clauses (SCCs) as a safeguard for such transfers unless the recipient is instead covered by the so-called EU–U.S. Data Privacy Framework.

9. Contact and more information

If you have any questions about our Cookie Policy or wish to withdraw your consent, please contact us at info@nysno.se. If you would like more information about cookies, permissible usage of cookies, or wish to lodge a complaint regarding our use of cookies, you can contact the supervisory authority for electronic communications. In Sweden, this is the Swedish Post and Telecom Authority (Post- och telestyrelsen), and you can find more information here: <https://www.pts.se/internet-och-telefoni/kakor-cookies/>.