

Use of cookies on ldbudget.com

Website contact details

LD Budget

Company reg.:DK41039965

info@ldbudget.com

+4593946715

What does cookies do?

Cookies is small files, saved in your browser when visiting ldbudget.com. The information is used by ldbudget to see what you are doing on the website and to measure the efficiency of online ads for future use. Cookies cannot harm your device or contain coding like a virus. Cookies help improve performance and your experience on the website, by example remember what you added to your cart. LD Budget uses Google Analytics, Facebook Pixel and Google Ads. These services provide information to LD Budget such as: use of Google Analytics at ldbudget.com tracks, where visitors are coming from, how much time you spend on the website and such. Facebook Pixel gives insight in ad campaigns and assists ld budget in correct measuring of targeting group for future use of ad campaigns to be more precise. Google ads uses tracking cookies, which means that it track show you found the website, which ads you clicked on and such, this is used for online marketing and advertising for future use to target marketing precise and correctly.

How does LD Budget use cookies, and why?

LD Budget uses thirdparty cookies to trace, how you are using the website – for example, which pages you visited, and how long you spend on each page. It creates a better understanding of how visitors uses our website and how its being approached. Which gives LD Budget the possibility to optimize the website and create better campaigns. (see below). LD Budget uses IP-anonymisation when using Google analytics, this means that Google will never save your full IP adress.

Campaigns

LD Budget will sometimes use tracking cookies on the website in order to improve advertising campaigns. This means that LD Budget can track, how you entered the website, which ads you clicked and which pages you visited. The purpose is exclusively in order to optimize and target ad campaigns more specifically and to follow up on current campaigns.

How do you disable cookies

You can disable cookies in your settings in your browser, beware that this can have an impact of your experience on websites. Cookies on LD Budget is not necessary but can improve your experience.

If you wish to delete cookies in your browser, see below guides:

[Internet Explorer](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Safari](#)

[Apple produkter som Iphone, Ipad](#)

The mentioned tracking code from Google ads uses below cookies:

Name	Provider	Purpose	Duration/expiration
_swa_u	Google ads <i>Sitewit.com</i>	For statistics and analysis	999 days
_swa_su#### (#### is your account)	Google ads <i>Sitewit.com</i>	Will only be created, when seen_site_unique_id is called	1000 days or 0, if the cookie is set to sessionOnly-state
IDE	Google ads <i>DoubleClick.net</i>	Used by Google DoubleClick to register and report user actions on the website, after clicking on a LD Budget ad, with the purpose to track the ad efficiency and to provide the user relevant ads. Marketing/analytics (Necessary to provide statistics on campaigns) only active with ads.	2 years
ASP.NET_SessionId	Google ads <i>analytics.sitewit.com</i>	Saves the visitors session status accross pages – Very necessary	The browsing session
AWSELB	Google ads <i>analytics.sitewit.com</i>	Used to distribute traffic to the website accross several servers in order to improve the websites response time. – Very necessary	The browsing session

Accepting cookies on the website gives consent to process above.

Moreover this document refers to LD Budgets privacy policy, which can be found on the website www.ldbudget.com