

# Cookies

## Cookies

We collect certain categories of cookies.

“Cookies” are small text files that are placed on your computer in order to identify your Web browser and the activities of your computer on our websites and other websites. Cookies are used to detect possible errors and/or personalize your experience on our websites (such as dynamically generating content on web pages specifically designed for you), to assist you in using our websites (such as saving time by not having to re-enter your choice of language or country upon each visit to our websites), and to allow us to statistically monitor how you are using our websites to help us improve our online offerings. We also may use cookies to target certain advertisements to your browser which may be of interest to you or to determine the popularity of certain content.

You do not have to accept cookies to use our websites. Although most browsers are initially set to accept cookies, you may reset your browser to notify you when you receive a cookie or to reject cookies generally. Most browsers offer instructions on how to do so in the “Help” section of the toolbar. While you are not required to accept our cookies to access our websites, be aware that if you reject cookies, certain products, offerings, features, visuals or resources of our websites may not work properly and you may experience some loss of convenience.

Below, you can find an overview of the cookies we currently use to optimize your experience on our websites:

### Necessary:

1. **Name: PHPSESSID**

*Purpose:* Maintains user mode across page requests.

### Marketing:

1. **Name: fbp**

*Purpose:* Used by Facebook to provide various advertising services, including real-time bids from third-party advertisers

2. **Name: ads/ga-audiences google.com Pixel Session**

*Purpose:* Used by Google Ads to repeat ads for visitors who are likely to convert to customers based on the visitor's online behavior across sites.

3. **Name: tr facebook.com Pixel Session**

*Purpose:* Used by Facebook to provide various advertising services, including real-time bids from third-party advertisers

## **Web analysis (third party analytics cookies):**

### **1. Name: Google Analytics (e.g. `_ga`, `_gid`, `_gat`)**

*Purpose:* analyzing how visitors of the websites use the websites with the aim of improvement of our services

*More information:* see [Google Privacy Policy](#)

*Duration of storage:* see [Google Analytics Cookie Usage](#)

This list of cookies may prove to be incomplete at any given time. We aim to consistently update the list included in this Cookie Policy, but should you realize that a cookie which is used by our websites does not appear on the list, please do not hesitate to contact us by email on [info.nordic@gc.dental](mailto:info.nordic@gc.dental), to help us update this Cookie Policy accordingly.