Cookies Policy

Furrer+Frey AG uses browser cookies, scripts, web beacons, tracking URLs, pixel tags and similar technologies (hereinafter "cookies") to provide, protect and improve our website and applications. Below we explain how our cookies work, what they are for, what kind of data they collect and how you can manage your cookie settings:

1 What are cookies, and how do they work?

Cookies are small files that are downloaded to the directory of your browser, or to the hard drive of your computer, tablet or smartphone (hereinafter "device") when you visit our website or application (hereinafter "platform"). Every time you visit our platform, the cookie and the platform "communicate" so that your device can be recognised. This is useful both for you and us – for example, a cookie allows us to store your text entries in form fields on the website so that you do not have to enter the same information again the next time you visit. This helps to improve your interaction with our platforms. We manage cookies using a small program called a "tool" or a "tag".

We use both first- and third-party cookies. First-party cookies come from our platform and only send information to us, while third-party cookies are placed on our website by third parties and send information via your device to other companies that recognise this cookie. In most cases, the information contained in a cookie is pseudonymised or anonymised, as cookies generally do not identify you as a person, but rather your device. Certain cookies may be linked to personal data in rare cases, but we only process such information if you give us your consent, or when processing is needed to enable you to use a specific service provided by Furrer+Frey AG. For further information, see www.youronlinechoices.eu.

2 Glossary

2.1 Anonymised IP

An anonymised IP address is one that cannot be associated with an individual customer, and is generated by deleting part of the data in the original IP address. This anonymised address can be geolocalised within a specific urban area.

2.2 Anonymised user IDs

Anonymous alphanumeric user identifiers are used to recognise the same browser/device combination when a website is visited more than once.

2.3 Encrypted User IDs

Encrypted user identifiers can be linked to a specific user profile, but are encrypted so that they are not identifiable and can never be traced back to an individual customer.

2.4 IP address

An IP address is a unique address that identifies a customer's device online. IP addresses are important when it comes to security and fraud prevention.

2.5 Session ID

Anonymous session IDs are alphanumeric codes used to identify a single visit (session) on a platform.

2.6 User behaviour

User behaviour includes data generated when a customer interacts with our platforms, including the specific set of screens visited, buttons or elements clicked, scrolling behaviour and mouse movements.

3 Cookie settings

Most browsers automatically allow all cookies, but you can decide for yourself whether or not we or third parties should store cookies on your device.

3.1 Consent management

When you first visit our platform, Furrer+Frey AG offers you a consent manager in the form of a pop-up window that allows you to choose the category of cookies you would like to accept. You can return to this consent manager at any time by clicking on the "Change privacy settings" link at the bottom of the platform. Cookies are not automatically deleted when you change your settings – follow the instructions below to delete them.

3.2 Browser settings

You can change your browser settings at any time, so that you do not accept or save any cookies. Another option is to receive a warning each time before accepting cookies, or to set your browser to accept cookies only from certain websites. You can also delete saved cookies at any time. If you delete all cookies, this means that your device will also delete all opt-out cookies, and our consent manager will reappear the next time you visit our platform. You may therefore also need to renew your opt-out decision. Below you will find general instructions on how to manage cookies for the most common browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Apple Safari
- Opera

3.3 Cookie blockers

You can also use cookie blockers like "DoNotTrackMe". Please note that if you refuse cookies on the website, some features may be limited or unavailable. We therefore recommend that you set your browser to accept cookies from us and our partners.

4 Cookie categories

4.1   Necessary cookies

Necessary cookies are used to manage the platform. They enable you to use the website effectively, e.g. by answering your queries correctly and providing security features, such as preventing malicious use of the website.

Necessary cookies cannot be deactivated but you can delete or reject them when they are signalled. We use the following necessary cookies:

Cookie: cookieyes-consent
Duration: one year
Description: CookieYes sets this cookie to store users' consent preferences so that these preferences can be taken into account on subsequent visits to the website. No personal information about visitors to the website is collected or stored.

Cookie: CFID
Duration: one year, one month and four days
Description: The CFID cookie, set by Adobe, is used in conjunction with the CFTOKEN cookie. It stores a unique ID for the visitor, the visitor's device and their browser.
Cookie: CFTOKEN
Duration: one year, one month and four days
Description: The CFTOKEN cookie, set by Adobe, denotes the type of device used by the visitor for the website to be properly formatted. These details are stored in the CFID cookie.

4.2   Statistics cookies

We track anonymised data for statistical and analytical purposes. This primarily involves conversion cookies that allow us to evaluate the effectiveness of our marketing campaigns and partner programmes. We use these cookies to count and analyse the number of sales and associated clicks. Please see the list below for details:

Cookie: _gid
Duration: one day
Description: Google Analytics sets this cookie to store information about how visitors use a website and to create an analytics report about the website's performance. The data collected include the number of visitors, the referring website and the pages they visit anonymously.

Cookie: _gat_gtag_UA_*
Duration: one minute
Description: Google Analytics sets this cookie to store a unique user ID.

Cookie: _ga_*
Duration: one year, one month and four days
Description: Google Analytics sets this cookie to store and count page views.

Cookie:_ga
Duration: one year, one month and four days
Description: Google Analytics sets this cookie to calculate visitor, session and campaign data and to track website usage for the website analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise individual visitors.

4.3 Personalisation cookies

We do not use personalisation cookies.

4.4 Changes to the Cookies Policy

We occasionally update our Cookies Policy – please check it regularly to stay up to date with the latest version.

4.5 Any questions?

For more information about cookies, please contact the data protection officer at datenschutz@furrerfrey.ch. For a more detailed understanding of how we use personal data in general, please refer to our our Privacy Policy.

Last updated: 31 August 2023