

List of cookies used on the tkscable.com website

1. Performance cookies

Performance cookies collect data on how you use our website. We use the information collected by performance cookies to evaluate and optimise our website. Performance cookies generally collect aggregated information about your online activity. If you have specifically consented to having us store your personal browsing behaviour for marketing purposes, the information will no longer be anonymised and instead assigned to your customer profile.

1.1 Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how you use the site. As a rule, the information generated by the cookie about your use of this website will be transmitted to a Google server in the U.S. and stored there.

However, if IP anonymisation is enabled on this website, Google will truncate your IP address within the member states of the European Union or other signatory states to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the U.S. and truncated there. IP anonymisation is enabled on this website. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing the website operator with other services relating to website activity and Internet usage.

The IP address that your browser conveys within the scope of Google Analytics will not be associated with any other data held by Google. You may disable cookies by selecting the appropriate settings in your browser software; however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

We use Google Analytics to analyse website usage and continually optimise individual functions and services and your user experience. The statistical analysis of user activity allows us to optimise the content and services offered and to make them more relevant to the user. We therefore have a legitimate interest in processing the above data.

The legal basis for processing is the aforementioned interest in analysing, optimising and operating the website efficiently within the meaning of Article 6 (1) (f) of the EU General Data Protection Act (GDPR).

You may prevent Google Analytics from collecting your data by going to [Cookie settings](#) on this website and disabling performance cookies. Disabling cookies in your browser settings will also prevent Google Analytics from collecting your data.

Further information concerning terms of service and privacy can be found at <http://www.google.com/analytics/terms/gb.html> or at https://www.google.de/intl/en_uk/policies/. Please note that on this website, the Google Analytics code is supplemented by "anonymizelp" to ensure an anonymised collection of IP addresses (so called IP-masking).

1.2 Facebook Conversion Pixel

We use the "conversion pixel" or conversion tracking pixel provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). Enabling this pixel in your browser allows Facebook to recognise whether a Facebook ad was successful, e.g. whether it led to an online purchase. We receive only statistical data on this from Facebook without any connection to a specific individual. This allows us to assess the effectiveness of Facebook ads for statistical and market research purposes. Particularly if you are logged in to Facebook, please refer to the Facebook privacy policy at <https://www.facebook.com/about/privacy/>.

1.3 Hotjar

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

You may prevent Hotjar from collecting your data by going to [Cookie settings](#) on this website and disabling performance cookies.

2. Online marketing

We use marketing cookies for online advertising and (re-)targeting. This allows us to identify target groups for advertising and customise the ad content.

2.1 Google Dynamic Remarketing

Our website uses the remarketing feature provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, "Google"). This feature is used to analyse the browsing behaviour of visitors to the website. It helps us generate and better place ads that are relevant to the given user. Therefore, we allow Google to place cookies on your end device. Cookies record website visits and anonymous data about the use of the website. Your personal data is not stored. When you visit another website in the Google Display Network later, ads will be displayed that are highly likely to reflect the products and information you accessed previously. The anonymous profiles generated may also be transferred to the U.S. Data transfers to the U.S. require an adequacy decision by the EU Commission. Further information on Google Remarketing and the related privacy policy can be found at: <https://www.google.com/privacy/ads/>

2.2 Google AdWords

This website uses the online advertising program "Google AdWords" and conversion tracking in this context. Google Conversion Tracking is a web analytics service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, "Google"). When you click on an ad displayed by Google, a conversion tracking cookie is placed on your computer. These cookies have a limited duration, do not collect any personal data and therefore cannot identify you personally. If you visit our website and the cookie has not yet expired, Google and we will be able to see that you clicked on the ad and you were re-directed to this website. Each Google AdWords customer receives a different cookie. Therefore, there is no possibility that cookies can be tracked via the websites of AdWords customers.

The information collected with the help of the conversion cookie is used to create conversion statistics. This tells us the total number of users who clicked on one of our ads and were re-directed to a page with a conversion tracking tag. However, we do not receive any information that allows users to be personally identified. Further information and Google's privacy policies can be found at: <https://policies.google.com/privacy?gl=de&hl=en-GB>

2.3 Facebook Custom Audiences

Our website uses the re-targeting product Website Custom Audiences ("WCA") provided by Facebook Inc., 1601 Willow Road, Menlo Park, CA 94025, USA ("Facebook") (Privacy policy). WCA is based on the use of a cookie which records your visit to our website on the hard drive of the device you used to visit that site. On the basis of this cookie, Facebook is able to recognise you when you visit the closed member area of Facebook and display targeted ads. Facebook will only be able to recognise you if you have an account with Facebook and have logged in to the closed member area of Facebook. Otherwise your data will not be processed. Facebook has provided its users further information about WCA under the following link: <https://www.facebook.com/ads/manage/customaudiences/tos.php>