Cookies Policy

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1. What are cookies?

"Cookies" are small pieces of files in text format, which are stored in the User's browser when he visits a website. The information stored on the User's computer may contain information such as which pages the user has visited and user identification number. With this use, the website is able to store useful information about the User's browsing on the website, as well as to read this information in order to offer the User a unified browsing experience.

Cookies help us see the performance and traffic of our website, improving its functionality and content, according to the preferences of our visitors. We also use cookies for marketing purposes in order to provide our visitors with content that is more relevant to their interests.

2. What is a browser?

A browser is an application that allows you to surf on the internet. The most common browsers are Google Chrome, Edge, Firefox, Safari and Opera. Most browsers are secure and offer quick and easy ways to delete information like cookies.

You can choose how cookies are handled by your device via your browser settings. The most popular browsers allow users to (a) accept all cookies (b) notify you when a cookie is issued, (c) not receive cookies at any time. If you choose not to receive cookies at any time, the website may not function properly and certain services will not be provided, ruining your experience of the website. Check the "Help" menu of your browser to learn how to change your cookie preferences.

3. Cookies and personal information

Cookies alone, do not provide us with your personal information e.g., with your email address, unless you choose to provide this information to us. Once you choose to provide a web page with personal information, this information may be linked to the data stored in the cookie.

4. Cookies Policy

This policy explains how and why ASBISC ENTERPRISES PLC, a company registered under the legislation of the Republic of Cyprus, with registered number HE 75069, registered address: 1 Iapetou,4101, Agios Athanasios, Limassol, Cyprus (the "Company", "We", "Us" "Our") and its affiliated companies, use cookies on www.bang-olufsen-cee.com ("the website") in general and how you can control them. For the purposes of this policy an affiliated company,

means an entity which, directly or indirectly, owns or controls, is owned or is controlled by or is under common ownership or control with another entity or Company brand or products. As used herein, "control" means the power to direct the management or affairs of an entity, and "ownership" means the beneficial ownership of fifty percent (50%) or more of the voting equity securities or other equivalent voting interests of the entity.

5. What cookies we use on our website

We use cookies on our website to provide personalized features and to tailor advertising and other content to reflect your particular needs and interests. Also, cookies can be used to compile aggregate statistics that allow us to understand how the user utilizes our website and help to improve its structure and content.

6. Necessary Cookies

These cookies are necessary for the website to function properly by enabling basic functions like page navigation and the access to secure areas of the website. According to the law, no action, on your part is required to accept them. Third party providers may have access to this information.

7. Preferences Cookies

These cookies enable the website to remember information that changes the way the website heaves or looks, like your preferred language or the region you are in.

8. Statistics Cookies

These cookies help us understand how visitors interact with the website by collecting and reporting information anonymously.

9. Marketing cookies

These cookies are usually placed by third party advertising networks. They integrate and share features for social media and store information about how the visitor uses the website, for tracking and targeting purposes.

Meta pixel is implemented on our website. This pixel consists of small pieces of software which create a link between your visit to our website, Facebook and Instagram. When the pixel loads, Meta places a cookie on your computer, which helps to provide you with more personalized advertisements, but also to measure and improve advertisements. Please note that when the cookie is placed, Facebook and Instagram are able to follow your surfing behavior across other websites which have implemented the Meta pixel or Meta social plug - in. More information may be found here: https://www.facebook.com/policies/cookies/.

Google Ad cookies are also implemented on our website. More information may be found here https://business.safety.google/adscookies/.

More cookies include:

Party	Cookie name	Purpose
bang-olufsen-cee.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
connect.facebook.net	lastExternalReferrer	Detects how the user reached the website by

		registering their last URL-address.
bang-olufsen-cee.com	_ga	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
bang-olufsen-cee.com	_ga_#	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
bang-olufsen-cee.com	_gat	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
bang-olufsen-cee.com	_gid	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
bang-olufsen-cee.com	_pin_unauth	Used by Pinterest to track the usage of services.
pinterest.com	v3/	Used by Pinterest to track the usage of services.

The options you have

You have three options. You can either proceed by accepting all cookies and other mechanisms ("Accept all"), which will allow you to access all the functionalities of the website or refuse any unnecessary cookie ("Reject all") or proceed with adjusting your options for cookies ("Customize"). The last two cases may significantly reduce your experience.

10. How to control cookies

You can prevent the installation of cookies in your browser at any time. For instructions on how to block, delete or disable any cookies, please consult your browser "Help" or "Support" section. Please note that by deleting our cookies or disabling future cookies you may not be able to access certain areas or feature of our website.

Please follow the links for information about cookie management and blocking according to your browser:

- Google Chrome: https://support.google.com/chrome/answer/95647?hl=en
- Edge: https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09
- Firefox: https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox

- Safari: https://support.apple.com/en-gb/guide/safari/sfri11471/mac
- Opera: https://help.opera.com/en/latest/web-preferences/#cookies

11. Changes to this policy

We may change and/or update this Cookie Policy from time to time. If this Cookie Policy changes, the date of change and/or update will be indicated and if the changes are significant, we will ask for your consent again. The Cookie Policy, as configured by the most recent modification, is always considered valid.

Date: 05/03/2024