

## Full and detailed technical cookies disclosure

**Website audited:** <https://www.emaerket.dk/>  
**Audit date:** 2014-07-24  
**Auditor:** Cookie Reports Limited  
<http://www.cookiereports.com/>

This document is provided to support "e-mærket" consent management in relation to the EU privacy directive. It offers the full details of all cookies reported as "in use" as of 2014-07-24.

It is intended for those that wish to review the specific detail of cookies in use on the site, to support your "informed choice".

This content should not be used for any other purpose including financial gain. This document remains the property of "e-mærket" and should be returned at their request.

# Cookies

## Necessary cookies – 4 found

These cookies are important to the underlying operation of the website, supporting important functionality such as shopping baskets and the technical operation of the website to ensure it performs how you would expect.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
ASP.NET, Microsoft, Inc.	ASP.NET_SessionId	www.emaerket.dk	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
ASP.NET, Microsoft, Inc.	__RequestVerificationToken	www.emaerket.dk	/	Session	Any	Your visit	A feature of the ASP.NET platform to help prevent Cross-Site Request Forgery (CSRF) attacks.
Cookie Reports Ltd	wscrCookieConsent	emaerket.dk	/	90 days	Any	Your visit	Stores your cookie consent session for our site. It contains no information other than whether you have opted in or out for each cookie level.
ASP.NET, Microsoft, Inc.	ASP.NET_SessionId	e2.mouseflow.com	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.

## Site experience cookies – 6 found

These cookies are used to support your experience on the site and include user-selected options, site navigation aids, etc. Generally, no personally identifiable data is collected with these types of cookies.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
Pingdom AB	PRUM_EPISODES	www.emaerket.dk	/	Session	Any	Performance / Networking	This cookie measures the page load speed to identify pages that don't perform as fast as we would like, and fix the speed to ensure that you have pleasant site experience.
To be completed	_usrp_09d4386f-dec9-4ec e-9727-2db13798969c_0	www.emaerket.dk	/	1 years	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	my-main-list	www.emaerket.dk	/	Session	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Mouseflow ApS	mf_user	emaerket.dk	/	90 days	Any	Analytics	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Zopim, Zendesk	zte2095	emaerket.dk	/	Session	Any	Social networking (low impact)	Store the Zopim Live Chat ID used to identify a device across visits, and also across a single chat session.
YouTube, LLC	PREF	youtube.com	/	10 years	Any	Advertising (low impact)	A unique identifier given to each computer that allows tracking of YouTube videos by Google.

## Performance & operation cookies – 8 found

These cookies are used in the management of the site and include customer surveys, recording visitor numbers and other web analytics. Limited identifiable data may be collected.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
Google Analytics, Google Inc.	__utma	emaerket.dk	/	2 years	Any	Analytics	Collects data such as number of times a visitor has been to the site, when their first visit was, and when their last visit occurred. This information is used by Google Analytics.
Google Analytics, Google Inc.	__utmb	emaerket.dk	/	30 minutes	Any	Analytics	Takes a timestamp of the exact moment in time when a visitor enters the site. Used by Google Analytics to calculate how long a website visit takes.
Google Analytics, Google Inc.	__utmc	emaerket.dk	/	Session	Any	Analytics	Takes a timestamp of the exact moment in time when a visitor leaves the site. Used by Google Analytics to calculate how long a website visit takes.
Google Analytics, Google Inc.	__utmz	emaerket.dk	/	6 months	Any	Analytics	Collects data about where the visitor came from, what search engine was used, what link was clicked on, what keywords used, and where in the world the site was accessed from. Used by Google Analytics.
UserVoice Inc.	__cfduid	pingdom.net	/	7 years, 2 months	Any	Performance / Networking	Override any security restrictions based on the IP address the visitor is coming from.
YouTube, LLC	GPS	youtube.com	/	30 minutes	Any	Advertising (low impact)	A unique identifier given to each mobile device that allows tracking based on GPS location.
YouTube, LLC	YSC	youtube.com	/	Session	Any	Analytics	A unique identifier given to site visitor when viewing a video.
UserVoice Inc.	__cfduid	zopim.com	/	7 years, 2 months	Any	Performance / Networking	Override any security restrictions based on the IP address the visitor is coming from.

## Marketing, anonymous cross site tracking cookies – 6 found

These cookies are used to track our visitors across our websites. They can be used to build up a profile of search and/or browsing history for every visitor. Identifiable or unique data may be collected. Anonymized data may be shared with third parties.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
To be completed	cookies.js	tag.userreport.com	/	Session	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
UserReport, Epinion	__bpn_uid	userreport.com	/	1 year	Any	Advertising (high impact)	Collects knowledge about the website's visitors with UserReport's survey tool. Measure usability and gather visitor demographics.
UserReport, Epinion	__ur_i	userreport.com	/	1 year	Any	Advertising (high impact)	Collects knowledge about the website's visitors with UserReport's survey tool. Measure usability and gather visitor demographics.
UserReport, Epinion	__ur_v	userreport.com	/	1 year	Any	Advertising (high impact)	Collects knowledge about the website's visitors with UserReport's survey tool. Measure usability and gather visitor demographics.
YouTube, LLC	GEUP	youtube.com	/	2 years	Any	Advertising (low impact)	A unique identifier given to each computer that allows tracking of YouTube videos by Google.
YouTube, LLC	VISITOR_INFO1_LIVE	youtube.com	/	240 days	Any	Advertising (low impact)	Remembers if YouTube should show the new-style or old-style video interface to you.

## Marketing, targeted advertising cookies – 0 found

These cookies are used to track browsing habits and activity. We use this information to enable us to show you relevant/personalised marketing content. Using these types of cookies, we may collect personally identifiable information and use this to display targeted advertising and/or share this data with third parties for the same purpose. Any activity tracked and recorded using these cookies maybe sold to third parties.

We do not use any cookies in this category.