

FORD SVERIGE COOKIE POLICY



Fords Cookiepolicy

På Ford använder vi teknik som cookies och lokal lagring för att göra våra webbplatser enklare att använda och skräddarsy innehållet så det blir mer relevant för dig. Här förklarar vi vad cookies är samt syftet med att använda dem på Fords webbplatser.

Vad är en cookie?

Nästan alla webbplatser använder cookieteknik. En cookie, som ibland också kallas kaka, är en liten fil som sparar Internetinställningar. Den blir nedladdad genom en webbläsare under det första besöket på en webbplats. När du kommer tillbaka till sajten nästa gång med samma enhet, kan webbläsaren kontrollera om en nära anknuten cookie finns (d.v.s. som innehåller sajtens namn) och använda uppgifterna inuti cookien för att skicka tillbaka till sajten. Detta gör att sajterna kan känna av att webbläsaren har varit där på besök tidigare, och i vissa fall variera sitt innehåll för att återspegla det.

Här kan du läsa mer om cookies:

- www.allaboutcookies.org
- www.youronlinechoices.eu
- <https://policies.google.com/technologies/cookies>

Vilka cookies använder vi?

Kategori 1 – Nödvändiga cookies

Dessa cookies behövs för att du ska kunna använda sidan och dess funktioner. Utan dessa kan flertalet funktioner på siten inte fungera.

Name	Duration	Description	Third party
ARRAffinitySameSite	Session	This cookie is set by websites run on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.	Microsoft
ARRAffinity	Session	This cookie is set by websites run on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.	Microsoft
cookieAcknowledged	7 days	Used to detect if the visitor has accepted cookies on the site. This cookie is necessary for GDPR-compliance of the website.	ford.se
cookieAcknowledgedMarketing	7 days	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	ford.se

Kategori 1 – Nödvändiga cookies forts.

Name	Duration	Description	Third party
cookieAcknowledgedPerformance	7 days	Used to detect if the visitor has accepted the performance category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	ford.se
cookieAcknowledgedFunctionality	7 days	Used to detect if the visitor has accepted the functionality category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	ford.se
MUID	1 year	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	Microsoft

Kategori 2 – Prestandacookies

Prestandacookies samlar in data över hur besökare på ford.se använder sidan. T.ex. talar de om vart våra besökare oftast klickar, om de får felmeddelanden osv. Dessa cookies samlar inte in någon data som identifierar besökaren. All information som samlas in är anonym. Denna data används endast för att förbättra hur den här sidan fungerar.

Name	Duration	Description	Third party
_clsk	1 day	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Microsoft
_clk	1 year	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	Microsoft
_gid	1 day	Google analytics, _gid används för att förstå hur besökaren navigerar runt på webbplatsen	Google
_gat	1day	Used by Google Analytics to throttle request rate	Google
hjSession#	1 day	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	Hotjar
_gac_UA-*	90 days	Used to store and count pageviews for Google Analytics.	Google
_ga	2 years	Google analytics, _ga används för att förstå hur besökaren navigerar runt på webbplatsen	Google
CLID	1 year	Used by Microsoft Clarity. The cookie is set by embedded Microsoft Clarity scripts. The purpose of this cookie is for heatmap and session recording.	Microsoft

Kategori 3 – Marknadsföringscookies

Marknadsförings-cookies används för att leverera mer relevanta annonser anpassade för dina intressen. De används också för att begränsa hur ofta du får se en viss annons och mäter hur effektiva dessa annonser är. Annonserna publiceras oftast via ett annons-nätverk som kommer ihåg din webbhistorik, och denna information delas i nätverket. Ofta är dessa cookies kopplade till funktionalitet på hemsidan som levereras av en tredje part. Vissa av våra sidor kan innehålla bilder kallade Web Beacons som låter oss räkna antalet användare som besökt en sida. Dessa samlar bara in begärnsad information som cookie-nummer, datum och tid samt en beskrivning av sidan. Vi kan också använda Web Beacons från tredje part marknadsförare. Dessa innehåller ingen personlig information och används endast för att följa hur effektiv en viss marknadsföringskampanj är.

Name	Duration	Description	Third party
_uetgid	1 day	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Microsoft
_uetvid	1 year	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Microsoft
_uetmsclkid	90 days	Used to capture the Microsoft Click ID from the ad URL in order to improve conversion tracking.	Microsoft
_fbp	90 days	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Facebook
_gcl_aw	90 days	To store ad click information (only if remarketing cookies are enabled), generate unique IDs for visitors to remember preferences and track and gather statistics and conversion rates through the website.	Google
_gcl_au	90 days	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	Google
IDE	1 year	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	Google
ANONCHK	1 day	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	Microsoft
SM	Session	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	Microsoft

Name	Duration	Description	Third party
SRM_B	1 year	Tracks the user's interaction with the website's search-bar-function. This data can be used to present the user with relevant products or services.	Microsoft
NID	6 months	Used to provide ad delivery or retargeting, store user preferences.	Google
SRCHD	2 years	This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website.	Microsoft
SRCHUSR	2 years	This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website.	Microsoft
SRCHHPGUSR	2 years	This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website.	Microsoft
BFBUSR	2 years	This cookie helps us to target and track performance of advertising campaigns on the Bing advertising network.	Microsoft
_RwBf	2 years	This cookie helps us to track the effectiveness of advertising campaigns on the Bing advertising network.	Microsoft
BFB	2 years	This cookie helps us to target and track performance of advertising campaigns on the Bing advertising network.	Microsoft
DSID	2 weeks	Used to store user preferences.	Google
__Secure-3PSID	2 years	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Google
__Secure-1PAPISID	2 years	Targeting cookie. Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Google
__Secure-3PSIDCC	2 years	Targeting cookie. Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Google
__Secure-3PAPISID	2 years	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Google
__Secure-1PSID	2 years	Targeting cookie. Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Google
SEARCH_SAMESITE	5 months	This cookie is used for the correct sending of data to Google.	Google
OTZ	2 months	These cookies are intended for storing user's settings in the search engine, for advertising and for analysing the use of the search engine recorded by Google for its purposes.	Google
OGPC	1 month	These cookies are used by Google to store user preferences and information while viewing Google mapped pages.	Google

Kategori 3 – Marknadsföringscookies forts.

Name	Duration	Description	Third party
DV	1 day	Used by Google to provide ad delivery or retargeting.	Google
1P_JAR	1 month	Used by Google to provide ad delivery or retargeting.	Google
SAPISID, SSID, HSID, APISID	2 years	HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	Google
SID	2 years	These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	Google
icu	90 days	The icu cookie is used to select ads and limit the number of times a user sees a particular ad. It contains information such as the number of times an ad has been shown, how recently an ad has been shown, or how many total ads have been shown.	Xandr
syncdata_IOW	3 days	This cookie is used by Mookie advertising to ensure that ads delivered to you around the web are the most relevant and that you don't see similar ads over and over again.	Xaxis
ov	395 days	This cookie is used by Mookie advertising to ensure that ads delivered to you around the web are the most relevant and that you don't see similar ads over and over again.	Xaxis
mdata	395 days	This cookie is used by Mookie advertising to ensure that ads delivered to you around the web are the most relevant and that you don't see similar ads over and over again.	Xaxis
anj	90 days	The anj cookie contains data denoting whether a cookie ID is synced with the Xandr marketing platform.	Xandr
datr	2 years	Used to to provide fraud prevention.	Facebook
_SS	Session	Collects information on visitor behaviour on multiple websites - This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	Microsoft
_hjAbsoluteSessionInProgress	Session	Used to store unique visits.	Hotjar
uids	90 days	This cookie contains a base 64 encoded JSON object which contains external unique randomly-generated values that enable other Prebid Server demand partners to distinguish browsers and mobile devices. This information is used to select advertisements for delivery	Xandr
mTrackingPageViewCount	1 day	Stores data on the page views on the website and its sub-pages, during the current session.	Google

Kategori 3 – Marknadsföringscookies forts.

Name	Duration	Description	Third party
mTrackingTimeOnSite	1 day	Stores data on the time spent on the website and its sub-pages, during the current session.	Google
hjSessionUser#	1 year	Used to store a unique user ID.	Hotjar
oo	5 years	Used to help filter ads from Meta based on previous activity on other web pages.	Facebook
uuid2	90 days	"This cookie contains a unique randomly-generated value that enables the Platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform."	Xandr
syncdata_DBC	5 days	This cookie is used by Mookie advertising to ensure that ads delivered to you around the web are the most relevant and that you don't see similar ads over and over again.	Xaxis
CONSENT	Persistent	Stores visitors' preferences and personalizes ads.	Google
sb	2 years	Used to store browser details	Facebook

Kontrollera och ta bort cookies

Om du vill ändra på hur en webbläsare använder cookies, t.ex. att blockera eller ta bort cookies från Ford-webbplatser (eller egentligen vilken annan webbplats som helst) kan du göra det genom att ändra webbläsarinställningarna.

För att kontrollera cookies kan de flesta webbläsare låta dig antingen godkänna eller avvisa alla cookies, godkänna bara vissa typer av cookies, eller meddela dig varje gång en sajt vill spara en cookie. Det är också lätt att ta bort cookies som redan sparats på din enhet av en webbläsare.

Processerna för att kontrollera och ta bort cookies varierar beroende på vilken webbläsare du använder. För att få reda på hur du bär dig åt med en viss webbläsare, kan du använda dess hjälpfunktion eller alternativt besöka <https://www.aboutcookies.org>, som förklarar steg för steg hur du kontrollerar och tar bort cookies i de flesta webbläsare.