

Cookie management for www.carhartt-wip.com

(1) What are cookies and what are they for?

Cookies are small text files which a web server transfers to their intended storage space in the browser of a user's PC. These files can be read again by the web server. Their purpose can be summarized as follows:

- To guarantee communication between a browser and a web server. As a rule, a website functions even without the use of cookies. However, the use of cookies can allow websites to load faster, for example. If you wish to manage a shopping cart, for example, the use of cookies is necessary.
- To personalize website usage. Cookies can be used, for example, to save the preferred language of a website.
- To record and evaluate the usage of websites with the help of a web analysis tool. This makes it possible, for example, to determine what products the user of a web shop is interested in.
- To place personalized advertisements on a company's own and on other websites.

(2) What is the difference between cookies?

On the one hand, we distinguish cookies by the length of time they are stored. So-called **session cookies** are automatically deleted when you close your browser. A session cookie can be used to manage a shopping cart or to identify products of special interest, whereas **permanent cookies** remain stored on your PC; your browser can give you information about how long they are stored. A permanent cookie can be read out again the next time you visit our website. To prevent this, you can delete the permanent cookie after you have visited our website. Permanent cookies can be used, for example, to provide information about the special offers page of a shop for use by an online payment service.

On the other hand, we distinguish cookies by their origin. So-called **first-party cookies** always come from the website indicated in the address bar of your browser. So-called **third-party cookies** come from websites that you have not opened directly, but which have been integrated through the images or ads on the site of the first party. Your browser can give you information about the sources that such cookies stored on your PC come from.

(3) What cookies are used when you visit our web shop?

The following first-party cookies are used when you visit our web shop:

- **For communication between your browser and our web shop:**

JSESSIONID is a session cookie for communication between your browser and our web shop:

- **To personalize your visits to our web shop:**

shop_cookie is a session cookie that stores your country and language selection on our site

carharttVisted is a permanent cookie that prevents you repeatedly being shown the cookie banner when you visit our web shop

- **To analyze the usage of your visits to our web shop:**

_visitor is a permanent cookie used by HIPPO to recognize a customer returning to the pages of the web shop.

_gat_UA-xxxxxxx-y is a permanent cookie for web analysis by Google Analytics

_ga is a permanent cookie for web analysis by Google Analytics

equsid_ is a session cookie used by EPOQ to assign collected information to a pseudonymous user profile.

- **To place personalized advertisements on our own website and on those of partner companies:**

So-called third-party cookies are used for this purpose. The partner companies can also change with advertising campaigns, which is why we have not shown a list here; instead we refer you to the display options in your browser.

(4) How can the handling of cookies be controlled in the browser?

You can let your browser show you the cookies placed by our web shop, as well as their content. Since this is dealt with differently in different browsers, we refer you to the Help function of your browser.

You can delete cookies with the help of your browser. Deleting cookies between visits to our web shop does not lead to any malfunctions, but some personalization may be lost.

Practically every browser offers suitable settings options for placing cookies. Before a cookie is placed, for example, you can tell your browser to notify you so that you can accept or refuse the use of each individual cookie. By defining rules, however, you can also block the use of all cookies, allow the temporary use of cookies, or also block the use of third-party cookies only. Provided your browser supports this function, you can save your preferred settings specifically for visiting our web shop. However, one consequence of blocking cookies in our web shop may be that registering and managing your shopping cart does not function properly. For the payment process, it is essential that you allow the use of cookies.

(5) Consent to our use of cookies

If you do not make use of any of the options specified in (4) to change our handling of cookies, and continue your visit in our website, we shall proceed on the assumption that you agree with our use of cookies.