

Cookie Table

Below is an overview of cookies and similar technologies used by Flytoget.no.

Analysis and statistics

Flytoget's website makes use of cookies that collect and report information anonymously. This allows us to analyse user interaction with Flytoget.no and to collate statistics that will improve our understanding of how our website is used.

Flytoget.no makes use of the following cookies for analytic and statistical purposes:

Name	Category	Purpose	Expiry	First or third parthy	Recipient country
_ga	Permanent	<p>Used by Google Analytics to estimate the number of users and visits, average dwell time, pages visited etc. for the website's analytics report. The cookie stores the information anonymously and assigns a randomly generated number to identify unique visitors.</p> <p>For further information about Google's handling of your data and use of cookies, please refer to https://policies.google.com/privacy and https://policies.google.com/technologies/cookies?hl=en.</p> <p>If you are using Google Chrome, there is an option to block all cookies from Google Analytics. To enable this option, follow the guidelines available at: https://tools.google.com/dlpage/gaoptout.</p>	2 years	Flytoget	USA
_gat	Permanent	<p>Used by Google Analytics to throttle the server requests rate.</p> <p>For further information about Google's handling of your data and use of cookies, please refer to https://policies.google.com/privacy and https://policies.google.com/technologies/cookies?hl=en.</p> <p>If you are using Google Chrome, there is an option to block all cookies from Google Analytics. To enable this option, follow the guidelines available at: https://tools.google.com/dlpage/gaoptout.</p>	1 minute	Flytoget	USA
_gcl_au	Permanent	<p>Used by Google Analytics to estimate the number of users and visits, average dwell time, pages visited etc. for the website's analytics report. The cookie stores information anonymously and assigns a randomly generated number to identify unique visitors.</p>	3 months	Flytoget	USA

		<p>For further information about Google's handling of your data and use of cookies, please refer to https://policies.google.com/privacy and https://policies.google.com/technologies/cookies?hl=en.</p> <p>If you are using Google Chrome, there is an option to block all cookies from Google Analytics. To enable this option, follow the guidelines available at: https://tools.google.com/dlpage/gaoptout.</p>			
_gid	Permanent	<p>Used by Google Analytics to generate statistics about your interaction with the website and to differentiate between users. The cookie stores data anonymously and assigns a randomly generated number to identify unique visitors.</p> <p>For further information about Google's handling of your data and use of cookies, please refer to https://policies.google.com/privacy and https://policies.google.com/technologies/cookies?hl=en.</p> <p>If you are using Google Chrome, there is an option to block all cookies from Google Analytics. To enable this option, follow the guidelines available at: https://tools.google.com/dlpage/gaoptout.</p>	1 day	Flytoget	USA
collect	Session	<p>Used to follow individual users across computers/mobile devices and marketing channels. The cookie sends data to Google Analytics about the user's computer/mobile device and behaviour.</p> <p>For further information about Google's handling of your data and how they make use of cookies, please refer to https://policies.google.com/privacy and https://policies.google.com/technologies/cookies?hl=en</p> <p>If you are using Google Chrome, there is an option to block all cookies from Google Analytics. To enable this option, follow the guidelines available at: https://tools.google.com/dlpage/gaoptout.</p>	The user session	Google Analytics	USA
_hjid	Permanent	<p>Provides a unique ID for the session which enables Flytoget to generate data about the user's behaviour for statistical purposes.</p>	1 year	Hotjar	USA

Marketing

Flytoget makes use of cookies to track visitors to Flytoget.no and to deliver marketing content tailored to their online behaviour on our own and other companies' websites. We may also use these cookies for so-called 'retargeting' purposes, i.e. after being identified on our website you will later be exposed to our marketing when you visit another website. For example, this happens on Facebook via their Facebook Pixel. Any data collected through Facebook Pixel will be anonymous to Flytoget.

Adform

Flytoget makes use of cookies from Adform. These cookies generate unique user identifiers that match some non-personal data stored on an Adform server in order to provide tailored marketing. The cookies anonymously record the number of users and their behaviour on the website in an effort to understand each user's preferences in terms of targeted advertisements, e.g. data concerning their number of visits, average dwell time, pages visited etc.

We make use of the following cookies from Adform:

Name	Category	Expiry	Recipient country
cid	Permanent	2 months	Denmark
uid	Permanent	2 months	Denmark

Facebook

Flytoget makes use of cookies from Facebook to display advertisements that are of relevance to users and to gauge and improve their advertising. The cookies are also used to track the behaviour of individual visitors to websites with a Facebook Pixel or Facebook Social plugin. For further information about Facebook's collection of data through cookies, please refer to <https://www.facebook.com/policy.php>. As a Facebook user, you can choose to disable the functionality that personalises advertisements by altering your user settings. Read more at https://www.facebook.com/help/247395%20082112892?helpref=uf_permalink.

We make use of the following cookies from Facebook:

Name	Category	Expiry	Recipient country
fr	Permanent	3 months	USA
tr	Session	The user session	USA

Google

Flytoget employs cookies in connection with Google Doubleclick, Google AdWords and Google AdSense in order to register and report user interaction with the website. The purpose is to display advertisements that are of relevance to users based on their user profile and their interaction with advertisements. The cookies are also used to engage with users who are likely to convert to customers based on their behaviour on the website.

For further information about Google's handling of your data and how they make use of cookies, please refer to <https://policies.google.com/privacy> and <https://policies.google.com/technologies/cookies?hl=en>.

We make use of the following cookies from Google:

Name	Category	Expiry	Recipient country
ads/ga-audiences	Session	The user session	USA
IDE	Permanent	1 year	USA
Pagead/1p-user-list/#	Session	The user session	USA
test_cookie	Permanent	1 day	USA

Microsoft

Cookies are used by Microsoft to record and report the actions of users after they have viewed or clicked on an advertisement via Bing Ads.

We make use of the following cookies from Microsoft:

Name	Category	Expiry	Recipient country
MUID		1 year	USA
MUIDB		1 year	USA

Youtube

Flytoget makes use of cookies from Youtube that measure your bandwidth in order to decide whether to upgrade your video player interface. These cookies are set by the YouTube video service on pages with embedded YouTube videos. The cookies register a unique ID on mobile devices in order to activate tracking based on geographic GPS location. Flytoget does not link this information to you as a user and we will only use this data for the purposes of website administration and maintenance.

For further information about Youtube's handling of your data and how they make use of cookies, please refer to <https://policies.google.com/privacy> and <https://policies.google.com/technologies/cookies?hl=en>.

We make use of the following cookies from Youtube:

Name	Category	Expiry	Recipient country
GPS	Permanent	1 day	USA
VISITOR_INFO1_LIVE	Permanent	8 months	USA
YSC	Session	The user session	USA
yt-remote-cast-installed	Session	The user session	USA
yt-remote-connected-devices	Permanent	1 day	USA
yt-remote-device-id	Permanent	1 year	USA
yt-remote-fast-check-period	Session	The user session	USA
yt-remote-session-app	Session	The user session	USA
yt-remote-session-name	Session	The user session	USA

Hotjar

Flytoget makes use of cookies from Hotjar in order to track behaviour across pages, improve website navigation and performance, and tell Hotjar whether the user is included in the sample used to generate Hotjar Heatmaps, Funnels, Recordings, etc. This is an analytic tool used by Flytoget to gain a better understanding of how our website is being used and to increase its user friendliness. These cookies have no identifiable personal information.

We make use of the following cookies from Hotjar:

Name	Category	Expiry	Recipient country
_hjIncludedInSample	Session	The user session	USA

Essential cookies

Essential cookies make a website usable by enabling basic functionalities such as navigation and access to safe areas on Flytoget.no. Because these cookies are required for you to be able to browse our website, they are automatically activated and cannot be disabled. Without these cookies, the website would not be working as intended.

Flytoget.no makes use of the following essential cookies:

Name	Category	Purpose	Expiry	First or third party	Recipient country
__RequestVerificationToken	Session	Prevents so-called Cross-Site Request Forgery (CSRF) attacks.	The user session	Flytoget	The Netherlands
ARRAffinity	Session	Used because Flytoget.no runs on the Windows Azure cloud platform and needs to interact with Azure Web App.	The user session	Flytoget	The Netherlands
ASP.NET_SessionId	Session	Used to generate an anonymised session ID in order to simplify the user's navigation between multiple websites.	The user session	Flytoget	The Netherlands
.ASPXANONYMOUS	Permanent	Assigns a unique ID to website users in order to recognise any attempted log-in by an anonymous users. The cookie stores session track data anonymously.	70 days	ASP.NET.	The Netherlands
couponcode		Used to handle any campaign coupon codes in our online shop.			