

‘Cookie policy

In this policy, “cookies” refer to cookies and other similar technologies included in the EU Directive concerning the privacy of electronic communications. A cookie is a “file sent by a web server to a host computer’s web browser which enables the server and browser to remain connected even if the physical connection is occasionally disconnected” (Data protection ombudsman).

Lomarengas uses a variety of technologies on its website, including cookies. We collect and store data when our customers use the service. We do this in order to make our services better. We may also use cookies to target marketing, such as remarketing and the optimisation of marketing.

Cookies are small text files that are stored on the customer’s computer. Their purpose is to enable certain functions of webpages. The retention period of cookies on the customer’s devices is divided into two groups: Most cookies are deleted from the customer computer’s internet browser after the session (session cookies). Some cookies may remain on the customer’s computer. These cookies enable Lomarengas (the Controller) to identify the customer’s computer when the customer visits the site again (permanent cookies).

The customer cannot be identified on the basis of cookies alone, but together with other information, it may be possible to link them to a certain customer. In such cases, cookies may be considered personal data. We do not seek to identify customers by using cookies. If identification is possible, it is our duty to ensure that cookie data is processed as personal data in accordance with the applicable data protection laws.

Cookies and other similar technologies do not harm the user’s terminal devices or files. They cannot be used to spread viruses and they do not enable analysis of data on the user’s hard drive. Lomarengas automatically collects data on how users of the service use Lomarengas’ web pages and mobile applications (such as the duration and time of their visit and how they entered the site), which websites and areas of the sites the user visits as well as technical information concerning the user’s computer or mobile device (including physical location, browser and operating system type).

Statistical cookies are used to collect information on how users behave when using the site, the searches they perform and how long they stay on the site, for example. This data cannot be linked with an individual user and is only used in order to investigate the use of the site as well as to improve its use.

Marketing cookies are used only with the user’s consent. With marketing cookies, Lomarengas can target advertising to visitors of the site as well as collect demographic information and data based on visitors’ interests for marketing purposes. Marketing cookies do not allow the identification of individual users, and no identifying information is collected.

Our digital services may employ social media community functions. Facebook, Google, Twitter and other similar services may collect data on user visits according to their current privacy terms.

Lomarengas uses third-party services on its site, such as Google Analytics, Google Ads, Yandex, Adtraction and Hotjar. The services utilise cookies, which are saved in the customer's internet browser. In practice, the services allow the collection of the above statistical data on the use of the site as well as targeted advertising.

Cookie management and removal

When entering Lomarengas' site, the user is requested to accept cookies other than those necessary for the functioning of the site.

Cookies other than those necessary for the functioning of the site can be switched off when entering the site for the first time or by means of the tool available through the "manage cookies" link.

You can block cookies necessary for the functioning of the site (e.g. log-in cookies) in your browser's cookie settings), but please note that blocking cookies disables certain functions of the Controller's website.

Browsers usually enable different methods for preventing the use of cookies and the management of cookie history. The management settings for cookies can typically be found under the "Options", "Tools" or "Favourites" menus. Service users should be aware that, unless deleted, cookies may be stored for months or even years after the last visit to the website.

For more information on Google Analytics, please visit <http://www.google.com/analytics> . You can opt out of the data collection performed by Google Analytics by downloading a browser plugin from <https://tools.google.com/dlpage/gaoptout>

Please contact us for more information on the use of cookies on our website.

Lomarengas Oy
Tel. +358 (0) 306 502 502

Contact person:
Pekka Huttunen