

Cookie Policy

Valid as of 01.06.2018

What is a cookie?

Cookies are small text files containing letters and numbers and are stored on your computer, smartphone or other device that you use. Cookies are deployed the first time you visit a website and can be recognised on your next visit to the website. They are used to track which pages you have visited and to remember your language settings or other preferences.

A cookie being used does not identify the individual user, but only the user's device. Cookies pose no threat at all to your device and cannot access programs, apps or personal information on your device.

How do we use cookies?

Cookies are very important to IKEA, as they make our online services easier to use; they track how our website is used and help us to deliver the best service to you.

We use the information we collect as follows:

- For statistical analysis. We measure traffic on www.IKEA.dk and www.m2.IKEA.dk, including the number of visits to our website, which domains you come from, which pages you view on our website and the general geographical area.
- To enhance functionalities. We improve functionality and optimise your experience of our website, helping you to remember your password and user ID when you visit our website.
- To interact with social media. We enable you to interact directly with social media such as Facebook and Instagram.
- For targeted marketing. We display specific marketing on our website that we think will interest you.
- For quality-assurance of our services. We quality-assure reviews and prevent fraud and irregularities in connection with the use of our website.

What type of cookies do we have?

We use cookies with these two types of attributes:

- Persistent cookies, which are stored on your device with a pre-set expiry date.
- Session cookies, which are deleted immediately when you leave the website.

We use the following types of cookies:

- Analytics cookies, which are used to recognise and count the number of visitors to our website and observe how each visitor navigates our website. This helps us improve the way our website works, e.g. to make it easy for our customers to find what they are looking for.
- Functional cookies, which are used to recognise you when you return to our website. This makes it possible for us to personalise your experience, e.g. by remembering your shopping basket.
- Targeted cookies, which are used to record your visit to our website, the pages you have visited and the links you have clicked. We use this data to make our website and marketing more relevant. We may share this data with third parties for this purpose. These cookies make it possible to share the data and send the data to other websites.

Only IKEA uses this information. Third parties have access to data, but only to the required extent for operating the service.

What type of data do we collect?

When you visit our website, we automatically collect the following types of data about you. Your IP address, your login data, your time zone settings, your operating system and platform, data about which website you came from, your country, the search terms you used on our website, the products you viewed or searched for, download errors, the duration of your visit to certain pages, when you interact with the website (e.g. clicking and scrolling with the mouse).

Third-party cookies

Third-party cookies are the kind of cookie capable of targeting ads and marketing based on your behaviour. These types of cookies differ from other types of cookies insofar as they are deployed on your device from a website other than the one you are visiting.

Third-party cookies could be deployed by web analytics tools such as Google Analytics. Here, Google uses the data to assess your use of our website and the other websites you visit. You can always read more about Google Analytics on their website [Google Analytics](#).

How to avoid cookies

If you wish to manage or delete cookies, you can do so via your browser settings. Please note that the functionality of a website may be affected if you refuse cookies. Many of the interactive functions offered by the website depend on cookies, and blocking or deleting cookies may prevent these functions from working, or reduce their usability.

Different browsers may use different methods to manage cookies, but the majority of browsers use the shortcut of pressing CTRL + SHIFT + DELETE simultaneously, if you are using a PC. Otherwise, you can follow the instructions from the browser creators to configure your browser settings *.

[Microsoft Internet Explorer \(IE\)](#)
[Google Chrome](#)
[Safari](#)
[Firefox](#)

* Note: The instructions above are direct links to the browser creators – for that reason, IKEA is not responsible for their accuracy.

Website owner and contact details

This website is operated and owned by:

IKEA A/S
CVR no.: 50574911
Mårkærvej 15, DK-2630 Taastrup, Denmark
+45 7015 0909
DK-2630 Taastrup

Extended information about each cookie:

To make it easier for you to maintain an overview of how our website uses cookies, we have grouped our cookies under some readily understandable categories found in the Cookie declaration.

Click [here](#) to see detailed information about each cookie.

The information in the Cookie declaration is provided on an open and transparent basis to enable you to see clearly how each cookie is used to enhance your browsing experience and enable you to make an informed choice about allowing their use.

Questions, and how to complain

The Cookie declaration is updated each month by [Cookie Information](#). If you have any questions, please write to info@cookieinformation.dk.

Our website conforms to the Danish E-business Association (FDIH) cookie label, and if you, as a user, believe the website does not comply with the cookie rules, you can therefore complain to FDIH.

You should submit your complaint to FDIH at kontakt@fdih.dk. The complaint must include:

Your name

Your address

Your e-mail

Your phone number

The www address of the website

A detailed description of the substance of your complaint

FDIH will then process your complaint within a reasonable time.

Changes

IKEA reserves the right to modify and update this policy. If this happens, we will of course correct "valid as of x" at the top of the page. In the event of notable changes, we will inform you via a notice displayed at IKEA.dk