

This cookie policy explains how Leonh ("we", "us", "our") uses cookies and similar technologies to collect and store information when you visit our website

[www.leonh.se](http://www.leonh.se)

## 1. What are cookies?

Cookies are small text files stored on your computer or mobile device when you visit a website. They help the website remember your actions and preferences (such as login, language, font size, and other display preferences) over a period, so you don't have to re-enter them whenever you come back to the site or browse from one page to another.

## 2. What types of cookies do we use?

We use both first-party and third-party cookies on our website:

- **First-party cookies:** These cookies are set by our website and are used to ensure it functions correctly.
- **Third-party cookies:** These cookies are set by third-party services we use to enhance our services (for example, by analyzing user behavior).

## 3. How do we use cookies?

### Google Analytics

We use Google Analytics to understand how our visitors interact with the website. Google Analytics collects information anonymously and reports website trends without identifying individual visitors. Google Analytics uses cookies to gather data such as the number of visitors, where visitors come from, and which pages they visit on our website.

- **Data collected:** Anonymous information about user interactions, such as the number of visits, which pages are visited, and where visitors come from (e.g., via search engines or links from other websites).
- **Purpose:** This data is used to improve user experience and optimize our website based on how it is used.
- **Opt-out:** You can opt-out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on: "Google Analytics Opt-out".

### Meta (Facebook Pixel)

We use Facebook Pixel to measure and improve our marketing on Facebook. Facebook Pixel helps us understand what actions users take on our website after

viewing our ads on Facebook and Instagram, as well as to create audiences for future advertising.

- **Data collected:** Information about users' behavior on our website, such as which pages are visited and what actions are taken (e.g., whether a purchase is made or a form is filled out).
- **Purpose:** This data is used to enhance our ad campaigns on Facebook and to target ads to relevant audiences.
- **Opt-out:** You can manage your ad settings and opt-out of interest-based ads on Facebook by going to your ad preferences on Facebook: [Facebook Ad Preferences](#).

## 4. Managing cookies

You can control and/or delete cookies as you wish – for details, see [aboutcookies.org](https://aboutcookies.org). You can delete all cookies that are already on your computer and set most browsers to prevent them from being placed. However, if you do this, you may have to manually adjust some preferences every time you visit our website, and some services and functionalities may not work.

## 5. Changes to this policy

We may update this cookie policy as necessary to reflect changes in our use of cookies or for other operational, legal, or regulatory reasons. Therefore, you should revisit this policy regularly to stay informed about our use of cookies and related technologies.

## 6. Contact us

If you have any questions about our use of cookies or this policy, please contact us at:

[www.leonh.se/en/contact](https://www.leonh.se/en/contact)