

How cookies are used

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What is cookies?

Cookies are small text files, which enhance the user experience on a web site by allowing the system to recognise returning visitors, etc. Cookies are sent back and forth between your browser and a web server and contain information about e.g.:

- user preferences
- if a user is logged in
- how the website is used.

A cookie is a passive file and can not spread computer viruses or other malicious programs. Often cookies help analyze how the website is used, and the web editor can improve the user experience. In several cases, cookies may be necessary to provide a service. Cookies are mostly erased automatically from the browser when it is closed (so-called session cookies). Cookies can also be set with an expiration time so that data exists for a shorter or longer period (persistent cookies). Persistent cookies are usually stored on the hard disk. Moreover distinction is usually drawn between first-party cookies and third party cookies. First-party cookies are set by the page the user is visiting. Third-party cookies are set by a third party that has elements embedded on the page the user visits. Third-party cookies are set among other by web analytics programs.

Cookies on sdu.dk

On sdu.dk we primarily use cookies for web analysis and optimization of the user experience on the website. Cookies are set in order to detect discrepancies on the site, such as broken links and accessibility errors, and to analyse how users use the site.

Grouping of cookies

At sdu.dk we group the different types of cookies so that you can opt out of displaying types of cookies.

Strictly necessary cookies

These cookies are necessary for the website to function and cannot be turned off in our systems. They are usually set only in response to actions taken by you, e.g. a request for services such as setting your personal preferences, logging in or filling out a form. You can set your browser to block or warn you about these cookies, but some parts of the website may not work.

Performance Cookies

These cookies allow us to count visitors and traffic sources so that we can measure and improve the performance of our website. They help us find out which pages are the most and least popular as well as how visitors move around the website. All information that these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not have information about when you visited our website.

Functional cookies

These cookies allow for improved functionality and personalization with a view to e.g. videos and live chat. They may be set by us or by third-party vendors whose services we have added to our pages. If you do not allow these cookies, some or all of these features may not work properly.

Targeted cookies These cookies are set through our page of our advertising partners. They can be used by these companies to build a profile for your interests and show you relevant advertisements on other websites. They identify your unique browser and device. If you do not allow these cookies, you will not experience our targeted advertising across different websites.

Personalization

The collection and processing of information about your use of this service to subsequently personalize advertisements and / or content to you in other contexts, e.g. on other websites or apps. The content on the site or in the app is typically used to draw conclusions about your interests that guide future choices of advertising and / or content.

Web analytics cookie from SiteImprove

This cookie is made to find discrepancies so we can improve the user experience on our website, and contains a randomly generated ID that is used to recognize your browser when you read a page. The cookie contains no personal information and is used only for web analysis. The cookie is set to expire 1000 days after your last visit and is a persistent cookie.

Read more about [SiteImprove](#).

Cookie from Google Analytics

On sdu.dk we use Google Analytics to analyse how users use the website. The information the cookie collects about your use (traffic data, including your IP address) is transmitted to and stored on Google servers in the U.S.. Google uses this information to evaluate your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties if required by law or if third parties process the information on Google's behalf. Google Analytics sets two types of cookies: A persistent cookie to indicate if the user is returning, where the user comes from, what search engine the user has used, keywords, etc. Session cookies are used to show when and for how long a user is on the website. Session cookies expire after each session, i.e. when you close your tab or browser. Google will not associate your IP address with any other data and information held by Google.

Read more about how [Google Analytics uses cookies](#).

To reject the use of cookies

You may refuse to use cookies on your computer by selecting the appropriate settings in your

browser. Be aware that without cookies you may not be able to use all site features. Because a cookie is stored on your computer, it is always possible for you to view, modify or delete it. We hope you will allow the cookies we set, as they help us improve our website. If you do not want cookies from sdu.dk, most new browsers let you select advanced cookie settings under Internet options and add this domain to the list of websites you want to block cookies from. You also have the possibility to delete individual cookies or cookies that your browser has saved. If you set your browser to refuse cookies, please be aware that functionality at different websites may not be working. If you do not want your visit to be recorded by Google Analytics, you can take advantage of Google's Opt-Out Browser Add-on. Be aware that your visits to other sites that use Google Analytics not will be registered, if you install this browser plug-in.

Also see these guides from the most common browsers:

[Instructions for deleting cookies in Microsoft Internet Explorer](#)

[Guide to delete cookies on Mozilla Firefox browser](#)

[Guide to delete cookies on Google Chrome browser](#)

[Instructions for deleting cookies on Opera browser](#)

[Guide to delete flash cookies \(for all browsers\).](#)