Web Cookie Policy

1. Purpose

The following policy explains how cookies and similar tracking technologies are used on websites owned by Ósar hf. and/or its subsidiaries, Icepharma hf. and Parlogis ehf. to ensure compliance with applicable laws. This policy also provides information on how to manage cookie preferences.

2. Scope

This policy applies to all websites owned by Ósar hf. and its subsidiaries, Icepharma hf. and Parlogis ehf. (referred to as "website owners"). These include the company's main website, websites in connection with the company's online stores as well as other websites in connection with individual brands.

3. Responsibility

The Organization´s Data Protection Officer is responsible for overseeing compliance with this policy and to periodically review and update as necessary to ensure compliance with changing legal requirements and industry best practices. The website editors is responsible for the technical implementation of cookies being in accordance with this policy.

4. Our use of Web Cookies

What are Web Cookies?

Cookies are small text files that are stored on the user´s device (computer, smartphone, tablet) when the user visits a website. These text files are saved on the device memory through the user's browser. The text files contain certain information that the browser may send back to the server the next time the user visits the website. The cookies thus enable websites to identify users' devices when a user visits the website again, and therefore a cookie is a kind of a digital label that remembers the user from their last visit to the website.

Purpose for the use of cookies:

Cookies serve various purposes, such as remembering the user´s preferences, improving the user´s experience, and providing analytics data to website owners. The purpose of using cookies is first and foremost to ensure that a website works properly and to improve user interface. The purpose of their use is not to identify users specifically. However, cookies may collect types of information that could potentially identify a user in one way or another. In that case, the information is considered personal information within the meaning of the Data Protection Act.

Legal basis for the use of web cookies:

The legal basis for the technical collection, use, and storage of personal information using Web Cookies is that the use is considered necessary due to the legitimate interests of the website owner, which consists of being able to provide users with a good experience on websites and to promote their further development. The website owner also has a legitimate interest in storing the information that is collected for a limited time for security reasons, i.e., to ensure the traceability of the information in the event of unauthorized access to its servers. In other cases, i.e., in the case of cookies that are not considered necessary for the proper functioning of a website, the authorization to use them is based on the user's consent.

Types of Cookies we use:

We classify cookies by their nature and purpose:

1. **Necessary Cookies**
   Certain cookies are required and necessary to provide the core function of the websites. Such cookies are not subject to the consent of users, but their use is based on the legitimate interests of the website owner, which consists in being able to provide the core functionality of the website. However, users can always choose to disable such cookies, but this may affect the functionality of the website. Other cookies are used to allow the website to identify when a user returns to a web page and customize the settings, content, and material of the web page for the user according to their choices from the last visit, such as language settings, etc. These cookies are not technically necessary, but without them, the functionality of the website and the user experience is less than with their use. However, these cookies are subject to the user's consent, and users may at any time choose to disable their functionality and thereby revoke their consent to their use.

2. **Analytics and Performance Cookies:**
   Analytic cookies collect information about how the user interact with the websites. They help the website owner to improve the website´s performance and understand user behaviour. Such cookies are subject to the user's consent. Our websites may use a web analytics service provided by Google. In those cases, Google will analyze the user´s use of our websites on our behalf. The information collected by Google in connection with the user´s use of our website will be transmitted to a server of Google in the US, where it will be stored and analyzed. The respective results will then be made available to us in anonymized form. The user´s usage data will not be connected to the user full IP address during this process. The user can always choose to disable the use of analytic and performance cookies or withdraw their consent to the use of web analytic at any time. Further information on Google Analytics is available in the Google Analytics Terms of Use, the Privacy and Data Protection Guidelines of Google Analytics, and in the Google Privacy Policy.

3. **Marketing and Advertising Cookies:**
   Marketing and Advertising Cookies are primarily used to track the user´s browsing habits and may be used to display personalized ads. Personal information of users is not shared with advertisers without their consent. Such cookies are therefore subject to the user's consent at any given time, and users may always choose to refuse their use.

We inform the user:

When a user visits our websites for the first time, a pop-up window/banner will appear on the front page of the website informing users of the website's use of cookies and requesting approval for the use of cookies other than the necessary cookies. The banner also has a link to this policy.

If the user gives their consent for the use of all types of cookies, the cookies are placed in the user's device, and after that, the pop-up window does not appear again until the expiry of the cookies' lifespan or if the user chooses to deactivate or restrict the use of cookies.

Users can always restrict or disable the use of cookies and thereby revoke their consent to their use. The user does this by changing the browser settings so that the browser does not accept cookies. If a user chooses to reject the use of all cookies, including the use of essential cookies, this may affect or hinder the functionality of the website.

Cookie Management:

Users have the option to manage their cookie preferences, restrict or disable the use of cookies at any time through their browser settings. The user can:

- Change the setting to block or prompt Cookies if the user prefer.
- Delete Cookies stored in the user´s device.

- Opt-out of certain tracking technologies.

Disabling cookies may however affect, limit or impede the functioning of the website or the users experience.

Instructions on how to configure the use of cookies in the Google Chrome browser:

1. Go to "Customise and control Google Chrome"
2. Settings
3. Advanced
4. Content settings
5. Cookies

Further information on how to configure cookies in other browsers can be found here.