

COOKIE POLICY

Cookie use, consent choices and third-party services

15

TOTAL CLAUSES

4

POLICY SECTIONS

4

COOKIE CATEGORIES

DOCUMENT OVERVIEW

Cookie Policy

To provide a secure, efficient, and personalized browsing experience, NOVO Imaging uses cookies and similar technologies. This policy explains the cookies deployed, why they are used, and the choices available for managing them.

LAST UPDATED 10 June 2026	COMPANY NOVO Imaging ApS	LEGAL FRAMEWORK EU Cookie Directive & GDPR
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COOKIE CONTROLS AT A GLANCE

How consent works on novoimaging.com

Essential cookies support core website functions. Functional, analytics, and marketing cookies are optional and are used only after explicit consent, which may be changed or withdrawn at any time.

Essential Cookies Required for the website to function - cannot be disabled REQUIRED	Functional Cookies Remembers your preferences and settings OPTIONAL
Analytics Cookies Helps us understand how the site is used OPTIONAL	Marketing Cookies Enables personalised advertising OPTIONAL

YOUR CONTROL JOURNEY

01 REVIEW Read the purpose of each category in the consent banner.	02 CHOOSE Accept all, reject optional cookies, or customise categories.	03 UPDATE Re-open Manage Cookies from the website footer at any time.	04 WITHDRAW Change consent without affecting prior lawful processing.
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POLICY SCOPE Cookies, pixels, web beacons, local storage and session storage	CONTACT info@novoimaging.com +45 81 98 52 88
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PART I

What Are Cookies?

The basics - how cookies work and what they do on your device

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CLAUSES

Definitions, duration, ownership & legal basis

EU COOKIE DIRECTIVE & GDPR

PART I / WHAT ARE COOKIES?

4

What Are Cookies?

The basics - how cookies work and what they do on your device

01

Definition of Cookies

COOKIE BASICS

Cookies are small text files placed on your device (computer, tablet, or smartphone) when you visit a website. They are widely used to make websites operate efficiently, improve usability, and provide information to site owners.

Cookies do not contain executable code and cannot be used to run programs or deliver viruses to your computer. The information stored in a cookie is associated only with the website that created it and cannot be read by any other website.

Similar technologies such as web beacons, pixels, local storage, and session storage are also covered by this policy and are referred to collectively as "cookies" throughout this document.

02

Session Cookies vs. Persistent Cookies

COOKIE BASICS

Cookies can be either session cookies or persistent cookies:

- Session cookies are temporary and expire as soon as you close your browser. They are used to maintain state during a single browsing session (e.g., keeping items in a form).
- Persistent cookies remain on your device for a set period (specified in the cookie itself) or until you delete them. They are used to remember your preferences across visits.

03

First-Party vs. Third-Party Cookies

COOKIE BASICS

First-party cookies are set directly by NOVO Imaging (novoimaging.com) and can only be read by our website. They are used to deliver the website's core functions and remember your settings.

Third-party cookies are set by external services that appear on our pages - for example, analytics providers or embedded content. These third parties operate under their own privacy and cookie policies.

04

Legal Basis for Cookie Use

COOKIE BASICS

Under the EU Cookie Directive (implemented in Denmark as the "Cookiebekendtgørelsen") and GDPR, we are required to obtain your consent before placing any non-essential cookies on your device.

- Essential cookies are placed on the basis of legitimate interest - they are strictly necessary for the website to function and do not require consent.
- Functional, analytics, and marketing cookies are placed only upon your explicit consent, which you may withdraw at any time.

We never place optional cookies before you have given your consent. Your preferences are stored and respected on each subsequent visit.

PART II

Cookies We Use

A full breakdown of the cookie categories used on novoimaging.com

4

CLAUSES

Essential, functional, analytics & marketing

EU COOKIE DIRECTIVE & GDPR

PART II / COOKIES WE USE

4

Cookies We Use

A full breakdown of the cookie categories used on novoimaging.com

01

Essential Cookies

COOKIE TYPES

These cookies are necessary for the website to operate. Without them, services such as contact forms, shopping cart functionality, and secure page access would not work correctly.

02

Functional Cookies

COOKIE TYPES

Functional cookies allow the website to remember choices you have made and provide enhanced, more personal features. They may be set by us or by third-party providers whose services we have added to our pages.

03

Analytics Cookies

COOKIE TYPES

We use analytics cookies to collect aggregate information about how visitors use our website. All data collected is anonymised or pseudonymised. This information helps us improve the layout, content, and performance of the site.

Google Analytics is configured to anonymise IP addresses before storage. We do not allow Google to use or share our analytics data for their own purposes.

04

Marketing & Advertising Cookies

COOKIE TYPES

Marketing cookies are used to track visitors across websites and display advertisements that are relevant and engaging to the individual user. They are placed only with your explicit consent.

If you decline marketing cookies, you may still see advertisements from NOVO Imaging, but they will not be tailored to your interests based on your browsing behaviour.

Essential Cookies Required for the website to function - cannot be disabled REQUIRED	Functional Cookies Remembers your preferences and settings OPTIONAL
Analytics Cookies Helps us understand how the site is used OPTIONAL	Marketing Cookies Enables personalised advertising OPTIONAL

Third-Party Services

External providers that may set cookies when you use our website

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CLAUSES

Google, LinkedIn, Meta & embedded content

EU COOKIE DIRECTIVE & GDPR

PART III / THIRD-PARTY SERVICES

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Third-Party Services

External providers that may set cookies when you use our website

01

Google Services

THIRD PARTIES

We use Google Analytics to analyse website traffic and Google Ads to measure the effectiveness of our advertising. These services are operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

- Google may transfer data outside the EU under Standard Contractual Clauses approved by the European Commission.
- You can opt out of Google Analytics tracking by installing the Google Analytics Opt-Out Add-on.
- Google's privacy policy is available at policies.google.com/privacy

02

LinkedIn & Meta

THIRD PARTIES

We may use LinkedIn Insight Tag and Meta Pixel to track conversions from advertising campaigns on those platforms and to build retargeting audiences. These services are operated by:

- LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland
- Meta Platforms Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland

Both providers collect data about your visits to our website after clicking an advertisement and may combine it with profile data held on their platforms. Data may be transferred outside the EU under appropriate safeguards.

Marketing cookies from LinkedIn and Meta are only placed after you provide explicit consent via our cookie banner.

03

Embedded Content & Maps

THIRD PARTIES

Pages on our website may include embedded content (e.g., videos, maps). Embedded content from other websites behaves in the same way as if you had visited that website directly.

- YouTube / Google Maps: May set cookies to track video views and map interactions. Controlled by Google LLC.
- We load these services in a privacy-friendly way where technically possible (e.g., youtube-nocookie.com).

If you wish to prevent these services from setting cookies entirely, you can decline the relevant cookie categories in our consent manager.

PART IV

Managing Your Cookie Preferences

How to review, change, or withdraw your consent at any time

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CLAUSES

Consent, browser controls, opt-outs & contact

EU COOKIE DIRECTIVE & GDPR

PART IV / MANAGING YOUR COOKIE PREFERENCES

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Managing Your Cookie Preferences

How to review, change, or withdraw your consent at any time

01

Your Consent Preferences

PREFERENCES

You can review and change your cookie consent settings at any time. Below is a summary of the current categories and their consent status:

To update your preferences, click "Manage Cookies" in the footer or re-open the cookie consent banner at any time. Withdrawing consent will not affect the lawfulness of processing carried out before withdrawal.

Essential Cookies Required for the website to function - cannot be disabled REQUIRED	Functional Cookies Remembers your preferences and settings OPTIONAL
Analytics Cookies Helps us understand how the site is used OPTIONAL	Marketing Cookies Enables personalised advertising OPTIONAL

02

Browser-Level Cookie Controls

PREFERENCES

All modern browsers allow you to view, manage, and delete cookies stored on your device. You can also configure your browser to block all cookies by default. Note that blocking essential cookies may prevent some parts of our website from working correctly.

Google Chrome Settings → Privacy and security → Cookies and other site data	Mozilla Firefox Settings → Privacy & Security → Cookies and Site Data
Apple Safari Preferences → Privacy → Manage Website Data	Microsoft Edge Settings → Cookies and site permissions → Cookies and site data

03

Opt-Out of Analytics & Advertising

PREFERENCES

In addition to our consent manager, you can opt out of analytics and advertising cookies through the following industry opt-out tools:

Google Analytics	Install the browser opt-out add-on - tools.google.com/dlpage/gaoptout
Google Ads	Manage personalisation - adssettings.google.com
LinkedIn	Opt out - linkedin.com/psettings/guest-controls/retargeting-opt-out
Meta	Off-Facebook Activity settings - facebook.com/off_facebook_activity
Network Advertising Initiative	Opt-out tool - optout.networkadvertising.org
Your Online Choices (EU)	youonlinechoices.com

04

Changes to This Policy & Contact

[PREFERENCES](#)

We review and update this Cookie Policy periodically to reflect changes in the cookies we use, applicable law, or our business practices. The "Last updated" date at the top of this page indicates when it was most recently revised.

When we make material changes that affect your rights, we will notify you via a prominent banner on our website and, where applicable, by email.

If you have questions about this Cookie Policy or wish to exercise any data subject rights under GDPR, contact us at:

- Email: info@novoimaging.com
- Phone: +45 8198 5288
- Address: Speditørvej 4, 9000 Aalborg, Denmark

You also have the right to lodge a complaint with the Danish Data Protection Agency (Datatilsynet) at datatilsynet.dk if you believe we are processing cookies or personal data unlawfully.

MANAGE COOKIE CHOICES

Use "Manage Cookies" in the website footer to review or change consent at any time.

QUESTIONS OR GDPR RIGHTS

info@novoimaging.com | +45 81 98 52 88

Cookie questions or preferences

Contact NOVO Imaging or manage your consent through the website footer

COOKIE & PRIVACY CONTACT

NOVO Imaging ApS

Speditørvej 4, 9000 Aalborg, Denmark

info@novoimaging.com

+45 8198 5288

Danish supervisory authority

Datatilsynet - The Danish Data Protection Agency

datatilsynet.dk