

COOKIE POLICY FOR RAMIRENT'S WEBSITE

When does this Cookie Policy apply?

This Cookie Policy (hereinafter referred to as "Cookie Policy") describes how Ramirent (hereinafter referred to as "Ramirent", "we", "us" or "our") uses cookies on its websites. Please read this Cookie Policy carefully to understand how cookies may improve your experience on the Site and how you can manage cookies on your device.

What are cookies?

A cookie is a small amount of information that is stored on your computer, tablet or phone (collectively, a "device") when you use a website. Cookies can help identify your device when you arrive at a website and remember useful details from your previous visits that improve your user experience. Cookies are used on most websites, including ours.

Cookies alone cannot be used to identify you, but together with other information, cookies may be able to be linked to you directly or indirectly. In such cases, cookies may be treated as personal data. We do not attempt to identify you personally through cookies. However, if this happens, we will ensure that all cookie information is treated as personal data in accordance with applicable data protection laws.

Why do we use cookies?

1. We use cookies because we want to:
 1. give you a better user experience when you visit our websites
 2. Allows you to customize sites according to your personal preferences
 3. ensure the security of our sites
 4. To provide statistical information on the use of our websites and to measure the effectiveness of advertising.

What cookies do we use?

We use the following categories of cookies on our websites:

Functional cookies

These cookies are important for you to be able to move around the site and use its features. Functional cookies are used, for example, to remember your login details and language settings. They can also be used to customize the use of the site according to your preferences.

Performance cookies

These cookies collect anonymous statistical information about how visitors use our website. For example, performance cookies can help us understand how visitors browse or use our site and which parts of the site are used the most.

Targeted advertising cookies

These cookies collect information about your browsing habits. With their help, advertising is targeted to you based on your interests. In addition, we may use these cookies to limit the number of times you see a particular advertisement and to evaluate how advertisements on our sites reach visitors. Cookies are usually set by third parties

Advertising networks that generate information about your interests based on your online behavior.

Other third-party cookies

Our websites may also contain social media cookies. These cookies allow you to choose to tell social media services such as Facebook, Twitter and LinkedIn what you have done on our website. We are not responsible for such cookies. Therefore, please carefully read the privacy policies of such third parties.

How long do cookies stay on my device?

Cookies fall into two groups based on how long they stay on the visitor's device.

Session cookies

Session cookies only apply to a specific session, so they are deleted when you close your web browser. Session cookies are not stored on your device's hard drive.

Persistent cookies

Persistent cookies are stored on your device's hard drive until you delete them, or they expire. We store the information we collect through persistent cookies for up to two years.

How can I manage cookies on my device?

You can accept or refuse cookies by modifying your browser settings. You can also clear your cookie history in your browser settings.

Accepting cookies is usually the best way to ensure that you get the most out of our websites. If you refuse cookies, some features of the site may not work on your device, and you may not be able to access all parts of the site. For this reason, we recommend that you accept the use of cookies.

Cookies we use on ramirent.fi:

Google Analytics cookies:

__ga

Valid for 2 years. Used to identify users.

__ga_GTM-KC4ZZ6Z

Valid for 2 years. Used to resume session mode.

__utm*

Cookies are used to collect non-personally identifiable information for website analytics.

__utma

Valid for 2 years from setting/update.

__utmb

Valid for 30 minutes after setting/update.

__utmc

Valid for the duration of the browser session.

__utmt

Valid for 10 minutes.

__utmz

Valid for 6 months from setting/update.

`_gac`

For campaigns (e.g. Ads) related information about users is stored in this cookie. Valid for 90 days.

[More detailed information about Google Analytics cookies.](#)

Dynamics Marketing cookies:

`79f08280-5c63-4331-b04d-fb6f39afda51`

Used for behavior monitoring. Valid for 2 years.

`319af4c0-e197-4de9-8a9b-fe98c8a2ca04`

Used for session tracking. Valid for 30 minutes.

`msd365mkttr`

Used for behavior monitoring. Valid for 2 years.

`msd365mkttrs`

Used for session tracking. Valid for 30 minutes.

[More detailed information about cookies in Dynamics Marketing.](#)

I still have questions about cookies. Who can I contact?

If you would like to hear more about the use of cookies on our website, [please contact us here.](#)