Cookie Policy

Last updated on: 18th of February 2026

Famly respects and cares about your privacy. This Cookie Policy describes what cookies are, what types of cookies we use, how we use them, for how long they work and why we use them. We also explain how you can manage your cookie settings.

Famly ApS, Købmagergade 19, 2. tv, 1150 Copenhagen, Denmark ("Famly", "we", "us", "our") is the entity responsible for the www.famly.co website ("Website") and we are the controller of the data collected through the use of cookies or similar technologies on our Website.

For clarity, this Cookie Policy only applies to our Website and applies to you if you interact with our Website.

This Cookie Policy forms part of our Privacy Policy, as the use of cookies may include the processing of your personal data. You can read more about the processing activities in our Privacy Policy.

Consent

Cookies generally need consent, except for necessary cookies. If you accept the cookies on our Website, you consent to our use of cookies as described under "*What types of cookies do we use and how do we use them?*" below. You can always change or withdraw your consent, see more information on that under "*How to manage your cookie settings*" below.

What are cookies?

Cookies are small text files that websites place on your device as you are browsing. They are processed and stored by your web browser. Cookies often serve critical functions for websites, and they give great insight into users' online activity. They can be designed to do different things, such as to keep track of your behaviour on a website, to recognise the computer/device and allow a website to remember your settings and preferences to

personalise your content. A cookie only contains text; it is not a program and cannot contain viruses.

What are first and third-party cookies?

Cookies are either first-party or third-party cookies. Cookies set by the website you are visiting are called "first-party cookies", so only that party can read these cookies. Cookies set by someone other than the owner of the website are called "third-party cookies". Third-party cookies enable third-party features or functionality to be provided on or through the website you are visiting (e.g. advertising, interactive content and analytics).

What are session cookies and persistent cookies?

Cookies are designed to be either session cookies or persistent cookies. Session cookies are temporary cookies that are deleted from your computer or device when you close your browser. Persistent cookies are more permanent cookies. They stay on your computer or device after you close your browser and will expire according to the time specified in the cookie itself, or until you erase them.

What types of cookies do we use and how do we use them?

We use first and third-party cookies for several reasons. We use necessary cookies, analytical cookies, functional cookies and marketing cookies.

Necessary cookies

Necessary cookies are sometimes called "strictly necessary" as, without them, we cannot provide the basic functionalities of our Website. We require necessary cookies for technical reasons in order for our Website to operate, so you do not have to accept them, and you do not have the possibility to reject them either. Necessary cookies are, for example, what we use to make sure you're a real human and not a sneaky robot! They can also be a way of registering which cookies you've accepted, so we stay GDPR compliant, or to ensure that our chat box works and appears quickly. Put simply, they're there to ensure you can browse and use our Website.

Analytical cookies

Analytical cookies are sometimes called "performance cookies". These cookies collect information about how your visits to the Website to help us understand how the Website is used so that we can make improvements and report our performance. For example, some cookies analyse user behaviour in order to provide more relevant content or suggest certain

activities. They also collect information about how a user uses the Website, which site the user came from, the number of each user's visits and how long a user stays on the Website. We might also use analytical cookies to test new ads, pages, or features to see how users react to them.

We will only use analytical cookies on your computer or device if you give us your consent.

Marketing cookies

Marketing cookies are used in determining what promotional content is more relevant and appropriate to you and your interests. For example, a marketing cookie allows social media channels to know that you visited Famly, so after visiting Famly, you might see ads from us on your social media channels.

We will only use marketing cookies on your computer or device if you give us your consent.

Overview of the cookies used on the Website

You can find a complete list of the cookies we use by viewing "Cookie Declaration" in the cookie banner.

You can access it [here](#).

There, you can see what third parties we use, what they do with the information, the cookie type (first/third party) and the lifetime of the cookie.

Similar technology to recognise and track visitors

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like "tracking pixels" or "clear gifs". These are tiny graphics files that contain a unique identifier that enable us, for example, to recognise you visiting our Website and track your behaviour for marketing purposes.

How to manage your cookie settings

If you have accepted cookies, you can always opt-out to any cookies that are not strictly necessary by changing your cookie preferences.

You can exercise your cookie rights by setting your preferences in the cookie banner. Click here.

There, you can select which categories of cookies you accept or reject.

If you choose to reject cookies, you may still use our Website, though your access to some functionality and areas of our Website may be restricted, and the Website may not work at its optimum level.

You can also instruct your browser to reject the use of cookies on your computer/device by changing the settings in your web browser. Most browsers are configured to accept cookies by default, but you can update these settings to either refuse cookies altogether or to notify you when a website is trying to set or update a cookie. If your browser automatically rejects cookies, many functions and services may become unavailable, because these functions and services are based on the Website remembering your choices. Note that you must change the settings on each browser you use and each individual device you use.

You can also easily delete cookies from your browser that you have previously accepted. Remember that if you use more than one browser, you need to delete cookies in all of them.

Changes to our Cookie Policy

We may update this Cookie Policy from time to time to reflect, for example, changes to the cookies we use or for other operations, legal or regulatory reasons. It's important that you revisit this Cookie Policy to stay up to date. To make it easier for you, we always include the "last updated" date at the top of the policy.

Contact us

If you have any questions around our Cookie Policy and/or processing of personal data, feel free to send us an email at privacy@famly.co