Continental

BAL.ON

BAL.ON WebShop

Cookie Policy

We use cookies to provide you with the best experience on our website. Click on "Accept all Cookies" to allow all cookies or "Change cookie settings" to decide individually.

Note: If you consent to the use of performance cookies, you also consent to the transfer of your personal data to insecure third countries (e.g. to the USA). These insecure third countries do not provide a level of data protection comparable to UK standards. In the case of certain third-party providers, such as Google, no other guarantees are offered to compensate for this deficit. There is therefore a risk that the transmission of your personal data may result in state authorities accessing your personal data without you having effective legal protection options.

For more information on performance technologies and the transfer of data to third countries, please refer to the privacy policy.

By clicking the "Accept all Cookies" button, you explicitly consent to our use of cookies. Consent can be revoked at any time by changing the cookie settings. The further processing of your data by third party providers based on consent already collected before revocation cannot be excluded.

The website uses the following services:

You can change your cookie settings at any time by retrieving our cookie policy or deleting the cache in your browser.

Salesforce

These cookies are used to provide additional functionalities and improve the site's user experience.

Google Analytics

Google Analytics is a web analytics service that tracks and reports website traffic. These performance cookies are used for measurement & marketing.

Google Tag Manager

Google Tag Manager delivers simple, reliable, easily integrated tag management solutions. These performance cookies are used for measurement & marketing.

A cookie is a small data file that is stored on your device. We use cookies to provide basic and convenience functionalities, measure website performance and analyse user behaviour on the website.

Required cookies are always activated because they are indispensable for the operation of the website and to store your cookie consent. Functional and performance cookies are optional. All optional cookies are deactivated by default.

You can change your cookie settings at any time by visiting our Cookie Policy or by clearing the cache in your browser.

Technically necessary Cookies:
These cookies are required to provide you with key functions.

SalesForce Commerce Cloud Cookies

Name	Retention	Description
dwanonymous_*	180 days	Random ID used to identify an unregistered shopper or a shopper who has not yet logged in independent of the session. For example, this is used to track basket and order activity and for analytics. It is not used for any activity that occurs after the shopper registers an account. The * in the cookie name is a value unique to the site.
dwsid	Current session	Identifies the current browsing session.
sid	Current session	Identifies the current browsing session. The Salesforce Reference Architecture (SFRA) uses this to determine whether to display the cookie hint content asset. Only used by SFRA and by customizations.
dwsecuretoken_*	Current session	dwsecuretoken_* Current session Used with dwsid to secure the session through HTTPS. The * in the cookie name is a value unique to the site.
_cfduid	30 days	Helps Cloudflare detect malicious visitors to customers' websites and minimize blocking of legitimate users. Can be used on customers' end user devices to identify individual clients behind a shared IP address and can apply security settings on a per-client basis. This is required to support Cloudflare's security features. See Cloudflare's documentation for details on this third-party cookie.

Cookie Consent

Name	Retention	Description
con_settings	The cookie(s) will be cleared as soon as you empty your browser cache or 1 year after your visit.	Stores information about your interaction with the cookie policy.

Functional Cookies:
These cookies are used to provide certain functionalities to you.

SalesForce Commerce Cloud Cookies

Name	Retention	Description
dwcustomer_*	180 days	Identifies a registered shopper. Used only when the shopper selects Remember Me. (This is an optional website feature.) The * in the cookie name is a value unique to the site.
dw_dnt*	Current session	Controls client-side JavaScript for Commerce Cloud tracking features (Analytics, Einstein, and ActiveData). Commerce Cloud sets it with each page response, based on the value of the corresponding session attribute TrackingAllowed. The value of this cookie always matches that of the Einstein __cq_dnt cookie.
dwac_*	Current session	Stores the following data for analytics purposes: Session ID, report suite name, shopper's customer ID, source code group

		ID (encoded), currency mnemonic, and time zone. The * in the cookie name is a value unique to the site.
dwpersonalization_*	180 days	Tracks participation in A/B test groups for analytics purposes. If the shopper participated in a test, then the value is cleared when the shopper logs out. The * in the cookie name is a value unique to the site.
dwsourcecode_*	Varies from 0-999 days (depending on promotion)	Stores the source code for campaign and affiliate tracking. You set the lifespan of this cookie for each source code in Business Manager. The * in the cookie name is a value unique to the site.
__anact	Ephemeral	Transfers some Analytics-related data to the front end, such as data for no-hit searches.
dw_store	180 days	The store id for the session. This is used for the Store-Specific Pricing and Promotion feature. When a shopper enters a postal or zip code, it is used to locate the nearest store and store that in this cookie to drive pricing and promo experiences.
dw_effective_time	Session	The effective time for the session. This is used for the Shop the Future feature. When the shopper enters an effective date (ex: for future order pick up), it is used to find the accurate pricing and promotions to display to the shopper.

iFraming

We used iFraming on this website to embed videos. With iFrames, external content from third-party websites can be embedded and displayed in defined areas on our websites.

You can find more information in the privacy policy.

Performance Cookies:

These cookies are used to measure website performance and user behavior. All collected data are analysed anonymously.

Google Analytics

Name	Retention	Description
_ga , _ga_*	will be cleared as soon as you empty your browser cache or 2 years after your visit	Used to analyse user behavior on our website using the web analytics tool Google Analytics. You can prevent the collection and use of data (cookies and IP address) by not accepting these cookies or by downloading and activating the browser plug-in available here.
_gid	will be cleared as soon as you empty your browser cache or 24 hours after your visit	Used to analyse user behavior on our website using the web analytics tool Google Analytics. You can prevent the collection and use of data (cookies and IP address) by not accepting these cookies or by downloading and activating the browser plug-in available here.
_gat[web property ID]_*	will be cleared as soon as you empty your browser cache or 1 minute after your visit	Used to analyse user behavior on our website using the web analytics tool Google Analytics. You can prevent the collection and use of data (cookies and IP address) by not accepting these cookies or by downloading and activating the browser plug-in available here.
_gac_UA-*	90 days	Measurement & Marketing

cookieSettingsGTM	The cookie(s) will be cleared as soon as you empty your browser cache or 1 year after your visit.	Stores the information about your acceptance of the cookies "ga", "_gat[web property ID]" and "_gid"

Google Tag Manager

Name	Description
universalClickId	Submits the clicked element to the following page.

Status: June 2023