

Buzztik Cookie Policy

V. 1.0. DECEMBER 2022

CLUEKIT, digitalni marketing, d.o.o., Podbreznik 15, 8000 Novo mesto, company reg. no.: 9084614000, Tax ID. no.: SI 92929699, Slovenia, Europe, (hereinafter: “**the company**,” “**we**,” “**us**,” or “**our**”) is the owner and provider of <https://buzztik.com/> (hereinafter: “**website**” or “**site**”), in connection with which it processes certain website visitor information and personal data as the controller of personal data. One of the ways this is done is through the use of "cookies", whereby small text files are stored on the website visitor's computer. We use cookies only to read the information that was stored on your hard drive by the cookie that had been placed there in connection with our website or our partners' websites. The exact list of such cookies and their functions are given below.

1. General information about cookies

1.1 What are cookies?

“Cookies” are a technology used by modern websites to collect and store certain settings and technical information of the website visitor, with which it is possible to identify certain characteristics of an individual visitor. This information reveals, among other things, when and how visitors use the website, and allows the company to continually improve its site. The use of cookies is a common and widespread practice of many modern websites.

The company can also use its own cookies and the cookies of its advertising partners to advertise its products and services to relevant visitors elsewhere on the Internet (i.e. not just on its own website), whereby the company does this only when granted the consent of an individual visitor to install **optional cookies** that are provided to the company by its advertising partners.

Agreeing to the installation of cookies can also offer you certain advantages as a visitor, such as saving your settings, filling out various forms with pre-prepared entries, better adaptation of the website to your device or your needs, etc.

2. Permission for installing cookies

When visiting our website a pop-up window will notify you that with the exception of installing our **necessary cookies that are required for the normal operation of our website** (e.g. cookies for saving your settings, adjusting the display dimensions of the website to your device, etc.):

- installing **optional cookies** is only done after obtaining the **explicit consent** of the visitor (**clicking on the "allow non-necessary cookies" or "allow analytical cookies" button / "allow**

advertising cookies" buttons (as the case may be) when visiting the website for the first time) and,

- is under the **complete control** of the visitor, since the visitor may also configure their browser in order to **restrict or disable the storage of cookies**,
- whereby the installed cookies can also be **removed at any time**, in accordance with the instructions below.

Do not click the buttons for installing individual types of cookies when visiting our website if you do not wish cookies to be installed on your device. Should you wish to remove the cookies that might previously have been installed, please follow the procedure laid out below.

3. List of cookies used on <https://buzztik.com/>

3.1 NECESSARY COOKIES

COOKIE ID	PROVIDER	Cookie expiration date	DESCRIPTION
wordpress_test_cookie	buzztik.com	Session	Used to check if the user's browser supports cookies.

3.2 ANALYTICAL COOKIES

COOKIE ID	PROVIDER	Cookie expiration date	DESCRIPTION
_ga	Google Analytics (https://analytics.google.com/)	399 days	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
ga#	Google Analytics (https://analytics.google.com/)	399 days	Used by Google Analytics to collect data on the number of times a user has visited the website, as well as

			dates of the first and most recent visit.
_gat	Google Analytics (https://analytics.google.com/)	1 day	Used by Google Analytics to throttle request rate.
_gid	Google Analytics (https://analytics.google.com/)	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

3.3 ADVERTISING COOKIES

COOKIE ID	PROVIDER	Cookie expiration date	DESCRIPTION
_fbp	Facebook (https://www.facebook.com/business/)	3 months.	Facebook uses this cookie to enable various advertising products, such as auctions of advertising space.

4. Descriptions of the individual services offered by our advertising partners

Google Analytics

Google Analytics is a web analytics service provided by Google Incorporated, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). The aforementioned service collects and stores data on our website for the purposes of creating usage profiles that are pseudonymized. These usage profiles are used to analyze visitor behavior and are evaluated to improve and tailor the advertised offers. Information to suit this purpose is obtained by Google, our advertising partner, who is also the provider of the cookies in question, including information about the time, location and frequency of visits to our website and the visitor's abbreviated IP address. The following information is automatically sent to Google in the United States, whereby Google also stores it in accordance with its privacy policy which can be accessed here: <https://policies.google.com/technologies/ads?hl=en-US>.

In this case, the IP address of visitors from within member states of the European Union or other contracting states of the Agreement on the European Economic Area, is already shortened by Google and thus anonymized. Google may transfer this information to third parties if required by law or if third parties process this data on behalf of Google. However, Google does not claim to associate the IP address with any other data obtained by Google. The installation of the relevant cookies can be disabled by selecting the option to disagree with the installation of this type of cookie when asked to consent to analytical and other optional cookies. In this case, the site may not be fully functional for use. The pseudonymized user profiles will not be merged with personal data about the bearer of the pseudonym without their explicit consent. In addition to the procedures mentioned in our privacy policy, you have both the right and the option to opt out of data collection and data storage for the purpose of web analytics at any time with future effect by installing the Chrome browser add-on to disable Google Analytics: <https://support.google.com/analytics/answer/181881?hl=en>.

For more information about the terms of use and privacy relating to the services of Google Analytics please visit <http://www.google.com/analytics/terms/> or <https://www.google.com/intl/en/policies/>.

Google Analytics for Remarketing

The Google Analytics tracking code implemented on this site has been enhanced with Remarketing for Google Display Advertising, a service that analyzes user behavior across the Google Display Network. With the help of this service, various cookies (e.g. the Google AdWords cookie) document your past visits to other sites whose providers have also joined the Google Display Network. Our AdWords ads use this analytical data in connection with search queries on Google Network sites, so that they may be more targeted, optimized, and promoted through ad settings. By analyzing cookies from other providers (e.g. Google AdWords cookies), we can better tailor our online campaigns to our visitors and their interests. In particular, Google will use this information to provide and display advertising features, such as remarketing, generate reports on displayed ads, or create Google Analytics demographic and interest reports. Google will also transfer this information to third parties if required by law or if third parties process this data on behalf of Google.

This website uses the following Google AdWords features:

- re-advertising (remarketing)
- interest categories and categorisation by demographic characteristics (e.g. age, gender)
- similar audiences
- other types of interest-based advertising

We use these Google Adwords features to redirect visitors to this site from third-party websites, as well as Internet users with specific interest profiles based on their Internet usage. We do not collect personally identifiable information through the use of our cookies, remarketing lists or other anonymous IDs.

This feature can be disabled through the Ads Preferences Manager or by downloading the browser plugin available at <http://tools.google.com/dlpage/gaoptout?hl=en>.

For more information on the terms of use and processing of personal data please visit: https://support.google.com/analytics/answer/3450482?rel_topic=3413645&rd=1 or <http://www.google.com/intl/en/policies/privacy>.

Conversion measurement with Facebook Pixel

With your consent, we use the "visitor action pixel" which is provided to us by Facebook Inc. 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") on our website. This way, the behavior of users can be tracked after they have been redirected to our website by clicking on a Facebook ad. This process is designed to evaluate the effectiveness of Facebook advertisements for statistical and market research purposes and may help optimize future advertising efforts. The data collected is anonymous and as such does not provide us with any information regarding users' identity. However, the data is stored and processed by Facebook in the manner specified at the following link: <https://www.facebook.com/policies/cookies/>.

With respect to the above, it should be pointed out that Facebook has the capability to link the received data with the relevant user profile of the visitor, and that Facebook may also use the data for its own advertising purposes. By consenting to the use of said cookie, you enable Facebook and its affiliates to display ads on and off the Facebook website. It may then also be stored for these purposes as a cookie on your computer. Regarding the use of the visitor action pixel, consent may only be given by users who are older than 13 years of age.

If you are younger, we request that you ask your legal guardians for permission. If you do not wish for us to record your use of our offers through Facebook, you can prevent this by adjusting your browser settings accordingly. For more information, see Facebook's tips and cookie policy: <https://www.facebook.com/policies/cookies/>

5. How to manage cookies?

You may choose which cookies to install through our cookie pop-up. You can also control and change cookie settings in your own web browser.

If you wish to delete cookies from your device, we advise you to follow the procedures described below. By doing so, you will most likely limit the functionality of not only our website but most other websites, as the majority of modern websites use cookies.

For more information on cookie settings select the web browser you are using:

[Mozilla Firefox](#)

[Google Chrome](#)

[Internet Explorer 11](#)

[Internet Explorer 10](#)

[Internet Explorer 9](#)

[Internet Explorer 7 in 8](#)

[Safari](#)

