

Cookie Policy

How we use cookies and similar technologies

Applies to the website at pracevzahranci.com | Effective date: 31 May 2026 | Version 1.0 | Read together with our Privacy Policy

This Cookie Policy explains what cookies and similar technologies are, which ones this website uses, why we use them, and how you can control them. We only place non-essential cookies — including analytics from Google Analytics and Microsoft Clarity — after you have given your consent through our cookie banner. You can change your choices at any time.

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1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They allow the site to recognise your device, remember your preferences, and understand how the site is used. We also use related technologies — such as pixels, tags, local storage and software development kits — which work in a similar way. In this policy, the word "cookies" refers to all of these technologies.

Cookies may be **first-party** (set by this website) or **third-party** (set by another organisation, such as an analytics provider). They may be **session** cookies (deleted when you close your browser) or **persistent** cookies (remaining for a set period).

2. Your consent and how to change it

When you first visit the website, a **cookie banner** asks for your choices. Strictly necessary cookies are always active because the site cannot function without them and they do not require consent. **All other cookies — including analytics — are only set if and when you accept them.** You can accept all, reject all, or choose by category.

You can change or withdraw your consent at any time by clicking the "**Cookie settings**" link (typically in the website footer) to reopen the preferences panel. Withdrawing consent does not affect cookies already used while consent was active, but it stops further use going forward.

3. Categories of cookies we use

Category	Consent needed?	Purpose
Strictly necessary	No	Enable core functionality such as security, network management, and remembering your cookie choices.
Analytics / performance	Yes	Help us understand how visitors use the site so we can improve it (Google Analytics, Microsoft Clarity).
Behaviour / session replay	Yes	Record anonymised interaction data such as clicks and scrolling to identify usability problems (Microsoft Clarity).
Marketing / advertising	Yes	Measure the effectiveness of our advertising and allow relevant ads to be shown to you on third-party platforms (Facebook/Meta Pixel).

Marketing cookies are only set after you accept them through the cookie banner. They allow us and the relevant advertising platform to measure ad performance and, in some cases, to show you ads on other websites and apps. You can decline these cookies without affecting your ability to use the website.

4. Strictly necessary cookies

These cookies are essential for the website to work and to record your privacy choices. They are exempt from the consent requirement under the ePrivacy rules because they are strictly necessary to provide the service you requested.

Cookie	Provider	Duration	Purpose
Cookie-consent preference (e.g. <i>cookie_consent</i>)	This website (first-party)	Up to 12 months	Stores the cookie choices you made so the banner is not shown again unnecessarily.
Session / security cookie	This website (first-party)	Session	Maintains your session and supports basic security and load handling.

5. Analytics cookies — Google Analytics

We use **Google Analytics (GA4)**, provided by Google, to measure how visitors find and use the website (for example which pages are viewed and how traffic arrives). These cookies are only set after you accept analytics cookies. IP addresses are handled by Google in line with its GA4 processing, which does not store full IP addresses.

Cookie	Provider	Duration	Purpose
_ga	Google	2 years	Distinguishes individual visitors.
ga<container-id>	Google	2 years	Persists session state for GA4.
_gid	Google	24 hours	Distinguishes visitors (used by some configurations).
_gat / _gat_<id>	Google	1 minute	Throttles the request rate.

You can learn more in Google's privacy information at policies.google.com/privacy and you can install Google's opt-out browser add-on at tools.google.com/dlpage/gaoptout.

6. Analytics and behaviour cookies — Microsoft Clarity

We use **Microsoft Clarity**, provided by Microsoft, to understand how visitors interact with the website through aggregated metrics, heatmaps and anonymised session replay. This helps us find and fix usability problems. Clarity is designed to mask text input and sensitive on-screen content. These cookies are only set after you accept analytics cookies.

Cookie	Provider	Duration	Purpose
_clck	Microsoft Clarity	1 year	Persists the Clarity user ID and preferences for the site.
_clsk	Microsoft Clarity	1 day	Connects multiple page views by a user into a single session recording.
CLID	Microsoft Clarity (clarity.ms)	1 year	Identifies the first time Clarity saw this user on the website.
ANONCHK	Microsoft	10 minutes	Indicates whether the user ID is used only for analytics (non-advertising).
MUID	Microsoft	1 year	Identifies unique web browsers for analytics and site improvement.
SM	Microsoft	Session	Used in synchronising the user ID across Microsoft domains.

You can read how Microsoft handles this data in the Microsoft Privacy Statement at privacy.microsoft.com/privacystatement.

7. Marketing cookies — Facebook (Meta) Pixel

We use the **Facebook Pixel** (also called the Meta Pixel), provided by Meta Platforms, to measure the effectiveness of our advertising, to understand the actions visitors take after seeing or clicking our ads, and to show relevant ads to you and to similar audiences on Facebook, Instagram and other Meta services. The Meta Pixel sets cookies and may match activity to a Facebook/Meta account where you have one. These cookies are only set after you accept marketing cookies through our banner.

Cookie	Provider	Duration	Purpose
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_fbp	Meta (first-party)	3 months	Identifies browsers for the delivery and measurement of advertising.
fbp / _fbc	Meta	3 months	Stores and tracks click identifiers from Facebook ads to attribute conversions.
fr	Facebook (facebook.com)	3 months	Used by Facebook for ad delivery, measurement and targeting.

For us and Meta, the use of the Pixel involves a degree of joint responsibility for the data collected when the Pixel fires. Meta processes that data as described in its policies. You can learn more, and manage your ad preferences, in the Meta Privacy Policy at facebook.com/privacy/policy and your ad settings at facebook.com/adpreferences.

8. Third parties and where your data goes

Google and Microsoft act as our service providers for analytics and process data on our behalf; Meta acts in respect of the Facebook Pixel as described in Section 7. These are international organisations and the data collected through their cookies may be transferred outside the European Economic Area. Where that happens, the transfer is covered by an appropriate safeguard such as the European Commission's Standard Contractual Clauses or an adequacy decision, as described in our Privacy Policy.

9. How to manage cookies in your browser

In addition to our cookie banner, you can control cookies through your browser settings — including blocking or deleting cookies. Please note that blocking strictly necessary cookies may stop parts of the website from working. Guidance for common browsers:

- **Google Chrome:** Settings → Privacy and security → Cookies and other site data
- **Mozilla Firefox:** Settings → Privacy & Security → Cookies and Site Data
- **Safari:** Settings/Preferences → Privacy
- **Microsoft Edge:** Settings → Cookies and site permissions

10. Do Not Track

Some browsers offer a "Do Not Track" (DNT) setting. There is no agreed industry standard for responding to DNT signals. We honour your choices made through our cookie banner; where your browser sends a recognised signal that, under applicable law, must be treated as an opt-out, we will respect it.

11. Changes to this policy

We may update this Cookie Policy to reflect changes to the cookies we use or to legal requirements. The "Effective date" and version above will be updated when we do. If we introduce a new category of cookie that requires consent, we will ask for your consent before setting it.

12. Contact

If you have any questions about our use of cookies, contact us at gdpr@pracevzahranici.com. For information about your data protection rights and how to complain to a supervisory authority, see our Privacy Policy.