

Cookie Policy

Effective date: April 21, 2025

This Cookie Policy explains how VUCA SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ ("VUCA", "we", "us", or "our") uses cookies and similar technologies when you visit our website <https://vuca-digital.com>.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help websites function efficiently and provide information to site owners.

2. Types of Cookies We Use

- Essential Cookies: Required for website functionality and security.
- Analytics Cookies: Used to understand how visitors interact with our website. We use Google Analytics for this purpose.
- Advertising Cookies: Used for delivering relevant ads and measuring ad performance. We use Google Ads for remarketing and conversion tracking.

3. Cookies in Use

Below are examples of cookies used on our website:

- _ga, _gid (Google Analytics): Track user behavior
- _gads (Google Ads): Used for advertising performance
- _gat (Google Tag Manager): Manages tag firing

4. Legal Basis for Use

We use cookies based on your consent (Art. 6(1)(a) GDPR), which you provide through our cookie banner. Essential cookies are used based on our legitimate interest (Art. 6(1)(f) GDPR).

5. How to Manage Your Preferences

You can change your cookie preferences at any time via the cookie banner or your browser settings. Most browsers allow you to block or delete cookies.

6. Third-Party Services

Our website uses third-party services such as:

- Google Analytics
- Google Tag Manager
- Google Ads

These services may transfer your data to countries outside the EEA. Google complies with the EU-US Data Privacy Framework and Standard Contractual Clauses.

7. Data Retention

Cookies may remain on your device for varying periods:

- Session cookies are deleted when you close your browser.
- Persistent cookies remain until they expire or are manually deleted.

8. Updates to This Policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page with an updated date.

9. Contact

If you have any questions about our use of cookies, please contact:

Email: contact@vucadigital.by

Controller: Baradzin Artsiom