

COOKIE POLICY

WHAT ARE COOKIES?

Cookies are small text files that are sent to your computer or mobile device when you visit the website www.vitorog-wholesale.com (hereinafter referred to as the "Website") to improve your user experience. The Website is owned and managed by the Limited liability company: „DOO ZA PROIZVODNJU I TRGOVINU EXPORT-IMPORT VITOROG-PROMET NOVI SAD“, with its headquarters in Novi Sad, Put novosadskog partizanskog odreda 6, registration number: 08554242, TAX ID number: 101652775 (hereinafter referred to as the "Company" or "Vitorog-promet").

When visiting the Company's Website, an information notice will appear requesting your consent for the use of cookies. You are completely free to choose whether you want your computer's/browser's device to automatically accept and store all categories of cookies described in this Cookie Policy.

In this Cookie Policy, we will inform you about what cookies we use, for what purpose, how they are used, and other issues related to the use of cookies when visiting our Website.

ACCESS TO COOKIES

By clicking on the "I accept" field or the corresponding "checkbox symbol", you agree to the use of cookies.

If you do not accept cookies to be placed on your device, please note that such a process may negatively affect the functionality of the Website and your user experience.

Blocking cookies is possible, and you will still be able to view the Website, but some features may not be available to you, or such a procedure may negatively affect the Website's functionality and your user experience.

WHAT IS THE PURPOSE OF USING COOKIES?

Cookies serve to make the Website work optimally, and in order for us to be able to tailor our website to your needs and improve your user experience. To send information to your computer/browser about cookies, the Website stores information about your use of the Website.

The most common information that cookies store, regarding you as a visitor and user of the Website, is the language in which you browse, IP address, location. Because of these cookies, the next time you open the same webpage (the Website), content that is tailored to your needs will be displayed.

WHAT TYPES OF COOKIES DO WE USE?

There are different types of cookies. Some of them are used to ensure the proper functioning of the services, while others are intended to collect information about the use of certain websites. We use Necessary cookies, which are cookies that are necessary for the Website to function, and which are always set when you access our Website, and do not contain, collect, or process personal data.

Functional/Analytical cookies allow us to collect statistical data about the number of visits to the Website, the type of device you use to access the Website, which helps us improve the work and performance of the Website (e.g. they help us see which pages are most or least visited, and how users move around the Website). All the information we collect, such as statistical data, is anonymous. If you do not allow the use of these cookies, we will not know, nor will we have access to, this information.

The website you are visiting sends first-party cookies to your computer (first-party cookies). In addition, there are cookies called third-party cookies.



Depending on the duration, cookies can be temporary and permanent.

Temporary cookies (Session Cookies) are those cookies that disappear after you close all windows of your browser. Session cookies, also known as transient cookies, are temporary. They do not have an expiration date and only keep information about what the user is doing during one session. A session is represented by a unique value that is assigned when someone visits a website (the Website). Session cookies are temporarily stored in memory and are automatically deleted when the browser is closed or the session ends.

Persistent cookies (Persistent Cookies) remain on your computer after you close all browser windows or all internet browsing software you use. Persistent cookies can remain on your computer for a longer period of time (days, months, and even years) until they expire or you manually delete them as a user or visitor to the Website. Persistent cookies are also called "tracking cookies" as a type of cookie that Google Analytics, AdRoll, Stripe, and others use. The use of persistent cookies is of exceptional importance because it provides the Website with the ability to retain your data and shorten your sign-in time with every visit.

The Website uses analytics provided by a third party to help us track and measure usage of the site, in order to create content tailored to our users. These cookies collect information such as how long visitors spend on the site and help us improve the Website.

The following cookies are in use:

- Google uses various cookies that belong to the group of so-called third-party cookies (categories: Preferences, Security, Processes, Advertising, Session State, Analytics), such as doubleclick.net, googletagmanager.com, various analytics cookies, and others.

Google Analytics is Google's analytics tool that helps website and app owners understand how visitors engage with their properties. As visitors move between web pages, Google Analytics provides website owners with JavaScript tags (libraries) to record page data, such as the URL of the page. It may use a set of cookies to collect information and report website usage statistics without personally identifying individual Google visitors. The main cookie used by Google Analytics is the '_ga' cookie. In addition to reporting website usage statistics, the data Google Analytics collects on Google products can be used, along with some advertising cookies, to help display more relevant ads on Google products (such as Google search) and throughout the web and to measure interaction with the ads it displays.

For more information on Google cookies and Google Analytics, please see the following links:

<https://policies.google.com/technologies/cookies?hl=en-US>

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Google's privacy policy and principles describe how Google handles user personal data, including Google Analytics, and that privacy policy can be found at the following link:

<https://support.google.com/analytics/answer/6004245>

LEGAL BASIS AND EXCLUSION OF COOKIES

We process cookies with your consent.

You can withdraw your consent at any time by changing your browser settings to disable cookies. You can do this by changing your settings in the "Settings" option. You can change options regarding cookies at any time. In your internet browser, you can choose whether you want the browser to store cookies or not, as well as delete previously stored cookies when you close your internet browser.

In that case, please note that such a process may negatively affect the functionality of the Website and your user experience.





www.vitorog-wholesale.com

LEARN MORE ABOUT COOKIES

If you want to learn more about cookies and how to manage and delete them, click on the "Help" option located in the drop-down menu of the browser you use. Additionally, you can find more information about cookies and their purpose on the Allaboutcookies.org and Youronlinechoices.eu websites.

Sincerely,

DOO ZA PROIZVODNJU I TRGOVINU EXPORT-IMPORT VITOROG-PROMET NOVI SAD

Date of publication on the Website:
08.09.2023.

