

Cookie Policy

I. Introductory provisions

1. This policy explains the use of cookies and similar technologies on www.lufberg.eu (the "Website").
2. The Website operator and personal data controller is **LUFBERG s. r. o.**, Company ID No. **28779690**, with its registered office at **Pernerova 780, 565 01 Choceň, Czech Republic**, registered in the Commercial Register maintained by the Regional Court in Hradec Králové, Section C, Entry 26884 (the "Controller").
3. For matters concerning cookies and personal data protection, you may contact the Controller by email at info@lufberg.eu or by post at its registered office.

II. What cookies are

4. Cookies are small text files that websites store on your device. They help, for example, to ensure that the Website works, remember your cookie choices and analyse visitor traffic.
5. Cookies may be session cookies, which are generally deleted when your browser session ends, or persistent cookies, which remain stored for a specified period or until you delete them.
6. This policy also applies to similar technologies, such as tracking pixels, where these are used on the Website.

III. Cookies we use

7. **Strictly necessary cookies** support the basic operation and security of the Website and store your cookie choices. Where they are necessary to transmit a communication or provide a service you expressly request, they are used without your consent.
8. **Analytics cookies** are used through **Google Analytics**. They help us understand visitor traffic, identify the most frequently viewed pages and improve the content and operation of the Website. They are used with your consent.
9. **Marketing cookies and technologies** may be used through **Google Ads** and **Meta Pixel (Facebook Pixel)** where these tools are deployed on the Website. They measure advertising effectiveness and conversions and may be used to display relevant advertising, including remarketing. They are activated only with your consent to marketing purposes.
10. Information about the potential use of marketing tools does not itself constitute consent to their activation. If we start using these tools, they must be included in the current cookie settings.

IV. Managing and withdrawing consent

11. The cookie banner allows you to accept all optional cookies, reject all optional cookies or give separate consent to analytics and marketing purposes. Strictly necessary cookies are not affected by this choice.
12. Optional cookies and associated tracking technologies are activated only after you have given the relevant consent. Browsing the Website, taking no action or closing the cookie banner does not constitute consent.
13. You may change your choices or withdraw your consent at any time using the **"Cookie settings"** link in the Website footer. Withdrawing consent is as easy as giving it.
14. Withdrawal of consent does not affect the lawfulness of processing carried out before its withdrawal. Rejecting analytics or marketing cookies does not prevent you from using the basic features of the Website.

V. Retention periods

15. Google Analytics normally uses the **_ga** and **_ga_<identifier>** cookies, which have a default lifetime of **2 years**. The actual period may be adjusted in the service settings and limited by your browser. These cookies distinguish visitors and maintain session information.
16. If Google Ads and Meta Pixel are used, the specific cookies, their providers, purposes and storage periods will be listed in the detailed overview available in the cookie settings.
17. The lifetime of cookies on your device differs from the retention period for data in Google Analytics. We retain user-level and event-level data for **2 months**. Aggregate statistics that no longer allow an individual to be identified may be retained for longer.

VI. Personal data processing and service providers

18. The use of these technologies may involve processing online identifiers, device and browser information, pages visited and interactions with the Website. Depending on the service settings and your consent, data collected through marketing tools may be linked to other data held by the relevant provider.

19. The legal basis for processing personal data for analytics and marketing purposes is your consent under Article 6(1)(a) GDPR. Any personal data processing necessary to secure the Website and store your choices is based on the Controller's legitimate interest in operating a secure Website and respecting those choices.

20. When Google Analytics and, where applicable, Google Ads are used, data is made available to **Google Ireland Limited** and its appointed subprocessors. Further information is available in Google's Privacy Policy: policies.google.com/privacy.

21. If we use Meta Pixel, data is made available to **Meta Platforms Ireland Limited** and other parties involved in providing that service. The Controller may act as a joint controller with Meta for the collection and transmission of data through Meta Pixel. Further information, including the allocation of responsibilities, is available in the Meta Business Tools Terms: www.facebook.com/legal/terms/business tools and Meta's Privacy Policy: www.facebook.com/privacy/policy/.

22. Providing these services may involve processing personal data outside the European Economic Area, particularly in the United States. Such transfers must rely on an appropriate mechanism under the GDPR, such as a valid European Commission adequacy decision or standard contractual clauses. The Controller will provide information about the specific safeguards used and how to obtain a copy upon request.

VII. Browser settings and your rights

23. You can also delete or block cookies in your browser settings. Restricting strictly necessary cookies may affect how the Website works. Deleting cookies may also remove your saved consent choices.

24. Subject to the conditions of the GDPR, you have the right to access, rectify and erase your personal data, restrict its processing and receive it in a portable format. You may object to processing based on legitimate interests. You may withdraw your consent to processing at any time.

25. You may exercise your rights by emailing info@lufberg.eu or writing to the Controller at its registered office.

26. You also have the right to lodge a complaint with the **Czech Office for Personal Data Protection**, Pplk. Sochora 27, 170 00 Praha 7, Czech Republic, www.uoou.gov.cz.

VIII. Final provisions

27. We may update this policy, particularly when the technologies we use or legal requirements change. The current version is always available on the Website. If a change requires fresh consent, we will obtain it before starting the relevant processing.

Choceň, 19 October 2026

Effective date: 19 October 2026