

Cookies

The **Science and Research Centre Koper**, Garibaldijeva ulica 1, 6000 Koper – Capodistria (hereinafter: the company or the website provider) is the owner and operator of the website <https://www.eco2smart.si/> (hereinafter: the website), in connection with which certain information and personal data of website visitors are processed as the data controller. The company does this, among other things, through the use of "cookies," small text files stored on the visitor's computer.

We use cookies solely to read information on your hard drive that was stored there by a cookie related to our website or the websites of our advertising partners. A detailed list of our cookies and those of our advertising partners, along with their functions, is provided 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 about visitors, enabling the identification of some characteristics of individual visitors. This information reveals, among other things, when and how visitors use the website and allows the company to continuously improve its website. The use of cookies is common and standard practice on many modern websites.

The company may also use its own cookies and those of advertising partners to promote its products and services to relevant visitors across the web (i.e., not only on its own website). This is done exclusively with the visitor's consent for installing optional cookies provided by our advertising partners.

Agreeing to the use of cookies can also offer visitors certain benefits, such as saving preferences, pre-filling forms, better website adaptation to your device or needs, and more.

2. Your Consent to the Use of Cookies

When you visit our website, a pop-up window will inform you that loading our cookies, which are not essential for the normal functioning of the website (e.g., saving settings, adjusting display dimensions to your device), is:

- **subject to your explicit consent** (clicking the button "Load optional cookies" upon your first visit),

- **fully under your control**, as you can restrict or disable cookie loading in your browser,
- and that **already installed cookies can be removed at any time**, following the instructions provided below.

If you do not want cookies installed on your device, do not click the buttons for installing specific types of cookies during your visit. If you wish to remove cookies that may have been installed during a previous visit, follow the procedure described below.

Please note that removing or blocking cookies may result in suboptimal website performance.

3. List of Website Cookies

3.1. Mandatory Cookies

Cookie	Provider	Duration	Description
/	/	/	/

3.2. Optional Cookies – Analytical Cookies

Cookie	Provider	Duration	Description
ga	Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Service: Google Analytics) https://analytics.google.com/	1 year 1 month	Cookie associated with Google Universal Analytics. Used to distinguish unique users by assigning a randomly generated number as an identifier. Used for analyzing visits, sessions, and campaigns.
ga	Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Service: Google Analytics) https://analytics.google.com/	1 year 1 month	Cookie used by Google Analytics to maintain session state.

3.3. Optional Cookies – Advertising Cookies

Cookie	Provider	Duration	Description
/	/	/	/

3.4. Optional Cookies – Social Media Cookies

Cookie	Provider	Duration	Description
/	/	/	/

4. Descriptions of Individual Services Provided by Our Advertising Partners

Use of Google Analytics on Our Website

Google Analytics is a web analytics service provided by **Google Incorporated**, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: "Google"). This service collects and stores data on our website for the purpose of creating pseudonymized usage profiles. These profiles are used to analyze visitor behavior and may be utilized to tailor our services and offerings.

Information for these purposes is obtained by our advertising partner, Google, which also provides the relevant cookies. This includes data on the time, location, and frequency of visits to our website, as well as the shortened IP address of the visitor. Such information is automatically transmitted to Google in the United States, where it is stored in accordance with Google's Privacy Policy, available at:

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

In this process, Google shortens the IP addresses of all visitors accessing our website from EU Member States or the European Economic Area, as a measure to anonymize visitors. Google may share this data with third parties if required by law or if third parties process the data on Google's behalf. According to its Privacy Policy, Google does not associate visitors' IP addresses with other data collected elsewhere.

You can disable the installation of these cookies by selecting the option to decline consent for analytical and other optional cookies when prompted. Please note that in this case, the website may not function fully for your intended use.

Pseudonymized user profiles will not be combined with personal data of the individual without their explicit consent. In addition to the methods described on this page, you also have the right and ability to disable the collection and storage of data for web analytics purposes at any time by installing the Chrome browser add-on that disables Google

Analytics:

<https://support.google.com/analytics/answer/181881?hl=en>

For more information on the terms of use and personal data processing related to Google Analytics, visit:

<http://www.google.com/analytics/terms/> or <https://policies.google.com/?hl=sl>.

Use of Google Analytics for Remarketing

The tracking code used by Google Analytics on our website is linked to another Google service – **Remarketing for Google Display Advertising**, which analyzes visitor behavior within Google's Display Network.

Through this service, various cookies (e.g., Google AdWords cookies) record your previous visits to other websites that are also part of Google's Display Network. Our ads displayed via Google AdWords use this analytics data by linking it to search queries on other websites within Google's network, enabling better targeting, optimization, and display of our ads.

By analyzing cookies from other providers (e.g., Google AdWords cookies), we can better tailor our online advertising campaigns to our visitors and their interests. Specifically, Google uses this data to provide display advertising features, such as remarketing, generating reports on ad impressions (Google Display Network Impressions Reports), and creating demographic and interest reports within Google Analytics.

Google may share this data with third parties if required by law or if third parties process the data on Google's behalf.

This Website Uses the Following Google AdWords Features:

- **Remarketing**
- **Interest and demographic categorization** (e.g., age, gender)
- **Similar audiences**
- **Other types of interest-based advertising**

We use these Google AdWords features to redirect visitors to our website from other websites or to target internet users with specific interest profiles based on their online activity. By using these cookies, we do **not** collect remarketing lists that would allow identification of individual visitors.

If you do not wish to allow these processes via the relevant cookie, you can disable it as described on this page or download the Chrome browser add-on available at:

<http://tools.google.com/dlpage/gaoptout?hl=sl>

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

Conversion Tracking with Facebook Pixel

Our website uses the **visitor action pixel** cookie provided by **Facebook Inc.**, 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter: "Facebook"), which we install on your device based on your consent. This allows us to track visitor behavior after they are redirected to our website by clicking on a Facebook ad.

This helps us evaluate the effectiveness of Facebook advertising, conduct statistical and market research, and optimize future advertising campaigns. The data collected is anonymous to us and does not provide any insight into the actual identity of visitors. However, Facebook stores and processes the data in a manner described here:
<https://www.facebook.com/policies/cookies/>

Please note that Facebook may link the collected data to the visitor's user profile and use it for its own advertising purposes. By consenting to this cookie, you allow Facebook and its affiliates to display ads on Facebook and across the web. Consequently, you agree that this cookie may be stored on your computer for the purposes described above.

Consent for the use of Facebook's visitor action pixel can only be given by visitors aged **13 or older**. Younger visitors are kindly asked to seek permission from their guardians.

If you do not want your responses to our offers or ads to be tracked via Facebook, you can prevent this by declining the installation of the relevant cookie or by removing it as described on this page. For more information, see Facebook's cookie policy:
<https://www.facebook.com/policies/cookies/>

5. How to Manage Cookies?

In addition to the pop-up window displayed when visiting our website, you can also control and delete cookies in your web browser.

If you wish to delete cookies from your device, we recommend following the described procedures. Please note that doing so may limit the functionality not only of our website but also of most other websites, as cookies are widely used across modern websites.

For information on settings that manage the use or deletion of cookies, click the link corresponding to your browser:

- Mozilla Firefox
- Google Chrome
- Internet Explorer 11
- Internet Explorer 10
- Internet Explorer 9
- Internet Explorer 7 and 8
- Safari
- Opera