

Cookie Policy of a new era

1. Introduction

This Cookie Policy explains how we use cookies and similar technologies on our website. We believe it is important that you understand what data we collect, why we collect it, and how you can manage your preferences.

By using our website, you agree to the placement of cookies as described in this policy, unless you have adjusted your cookie settings.

2. What are cookies?

Cookies are small text files that are placed on your device when you visit our website. They enable us to remember your settings, improve your user experience, and analyze how our website is used.

We also use similar technologies such as pixels, scripts, and local storage. For readability, we refer to all these technologies collectively as “cookies.”

3. Which types of cookies do we use?

3.1 Functional cookies (required)

These cookies are essential for the website to function properly. They remember your cookie preferences and ensure that pages load correctly.

- Purpose: basic website functionality
- Personal data: minimal
- Storage period: session-based or several months

3.2 Analytical cookies

Analytical cookies help us understand how visitors use our website. They provide insights into visitor numbers, popular pages, and navigation patterns.

- Purpose: website optimization
- Personal data: anonymised where possible
- Example: Google Analytics (with IP anonymization)

3.3 Marketing and tracking cookies (optional)

These cookies are used to show you relevant advertisements or to measure the effectiveness of our marketing campaigns. They may track your behaviour across different websites.

- Purpose: personalised content and marketing
- Personal data: may include profiling or tracking data
- Placed only after you have given consent

4. Third-party cookies

Some cookies on our website are placed by third parties such as analytics or advertising partners. These parties may process your data outside the EU/EEA. Where required, we have data processing agreements and appropriate safeguards in place.

5. Your consent and cookie preferences

When you first visit our website, we display a cookie banner where you can set your preferences. You can always:

- give or withdraw consent,
- adjust your preferences,
- revoke previously granted consent.

You can do this via the **Cookie Settings** link at the bottom of our website.

6. How to delete cookies

You can delete cookies at any time through your browser settings. The exact method varies by browser. Please note that deleting cookies may affect website performance.

7. Data protection

We process personal data in accordance with the GDPR. For more information on how we protect personal data, please refer to our **Privacy Policy**.

8. Changes to this Cookie Policy

We may update this Cookie Policy from time to time. The date at the top of this document indicates when the policy was last revised.

9. Contact

If you have any questions about this Cookie Policy, feel free to contact us:

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