

# Cookie Policy

THIS COOKIE POLICY APPLIES TO:  
AASTED.EU, UNIVERSE.AASTED.EU



## 1. What is a cookie?

A cookie is a small text file that is stored on your computer, tablet or mobile device when you visit a website. Cookies do not contain harmful programs or viruses.

Cookies are widely used to make websites work efficiently, improve user experience, and provide information to the website owner.

## 2. How we use cookies

We use cookies for the following purposes:

### Necessary cookies

These cookies are required for the website to function properly and cannot be disabled in our systems. They are typically set in response to actions you make, such as setting your privacy preferences, logging in, or filling in forms.

*Legal basis:* Legitimate interest / necessity (GDPR Art. 6(1)(f))

### Statistics cookies

With your consent, we use statistics cookies to understand how visitors interact with our website. This helps us analyse traffic, improve functionality, and optimise content.

We use Google Analytics for this purpose. Google acts as our data processor when processing analytics data on our behalf.

The information collected may include:

- Pages visited
- Time spent on the website
- Technical information about your device and browser
- Approximate geographic location

*Legal basis:* Consent (GDPR Art. 6(1)(a))

### Marketing cookies

With your consent, we use marketing cookies to:

- Show relevant advertisements on other websites
- Measure the effectiveness of our marketing campaigns
- Build audiences for remarketing purposes

These cookies may be set by Google Ads and similar services. In this context, Google may act as an independent data controller.

Marketing cookies may enable Google to combine information from your visit to our website with data from other websites or services.

*Legal basis:* Consent (GDPR Art. 6(1)(a)).

### 3. Google Consent Mode

We use Google Consent Mode to ensure that Google services respect your cookie choices.

If you do not consent to statistics or marketing cookies, we will not use cookies to identify you or target advertisements. However, Google may receive limited, anonymized data to help us understand the overall use of the website.

This information does not allow Google to identify you as an individual. We respect your privacy and only use non-essential cookies if you give your consent.

### 4. Transfer of personal data to third countries

When using Google services, personal data may be transferred to and processed in countries outside the EU/EEA, including the United States.

Such transfers take place in accordance with applicable data protection laws, including:

- The EU–US Data Privacy Framework, and/or
- Standard Contractual Clauses approved by the European Commission

### 5. How long are cookies stored?

The retention period of cookies varies depending on their purpose. Some cookies are deleted when you close your browser, while others remain stored for a longer period.

You can find a complete and updated list of cookies, including retention periods, in our cookie banner.

### 6. How to withdraw or change your consent

You can change or withdraw your consent at any time by using the cookie settings available on our website.

You can also prevent cookies by adjusting your browser settings. Please note that disabling certain cookies may affect the functionality of the website.

You can opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>

### 7. Deleting cookies

You can delete cookies that you have previously accepted by changing your browser settings. The method depends on the browser you use.

If you use multiple browsers, cookies must be deleted in each of them.

### 8. Questions and contact

If you have any questions about our use of cookies or our processing of personal data, please contact us.

For more information about how we process personal data, please refer to our *Privacy Policy*.

## Cookie Banners

### Strictly necessary:

Strictly necessary cookies are required for the website to function and cannot be disabled. These cookies do not collect information for marketing or statistical purposes and are deleted when you close your browser or stored for a limited period necessary to ensure basic functionality.

### Functional:

Functional cookies allow the website to remember choices you make, such as language preferences or region. These cookies are not used for tracking or advertising purposes and are stored for up to 12 months.

### Statistical:

Statistical cookies help us understand how visitors interact with our website by collecting aggregated information. We use Google Analytics for this purpose. Google acts as a data processor and processes data on our behalf. They are stored for up to 12 months.

### Marketing:

Marketing cookies are used to track visitors across websites and display relevant advertisements. These cookies may be set by Google and other third parties, who may use the information for their own advertising purposes. They are stored for up to 12 months.