

Cookies Policy

Last updated October 19, 2024

This Cookie Policy explains how Truebees srl ("Company," "we," "us," and "our") uses cookies and similar technologies to recognize you when you visit our website at <https://truebees.eu> ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

What are cookies?

Cookies are files which contain a small amount of information stored on the browser or hard drive of your computer or device. They enable the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another. Cookies can be in the form of session cookies or persistent cookies. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date.

Cookies can be "first party cookies" (created by the domain that a web user is visiting) or "third party cookies" (created by an external domain). The website owner has no control on the third party cookies but you can manage them through the browser settings (please find the instructions below).

Types of cookies

In general, there are three different ways to classify cookies: what purpose they serve, how long they endure, and their provenance.

Duration

- Session cookies – These cookies are temporary and expire once you close your browser (or once your session ends).
- Persistent cookies — This category encompasses all cookies that remain on your hard drive until you erase them or your browser does, depending on the cookie's expiration date.

Provenance

- First-party cookies — As the name implies, first-party cookies are put on your device directly by the website you are visiting.
- Third-party cookies — These are the cookies that are placed on your device, not by the website you are visiting, but by a third party like an advertiser or an analytic system.

Purpose

- *Strictly necessary cookies* — These cookies are essential for you to browse the website and use its features, such as accessing secure areas of the site. Cookies that allow web shops to hold your items in your cart while you are shopping online are an example of strictly necessary cookies. These cookies will generally be first-party session cookies. While it is not required to obtain consent for these cookies, what they do and why they are necessary should be explained to the user.
- *Preferences cookies* — Also known as “functionality cookies,” these cookies allow a website to remember choices you have made in the past, like what language you prefer, what region you would like weather reports for, or what your user name and password are so you can automatically log in.
- *Statistics cookies* — Also known as “performance cookies,” these cookies collect information about how you use a website, like which pages you visited and which links you clicked on. None of this information can be used to identify you. It is all aggregated and, therefore, anonymized. Their sole purpose is to improve website functions. This includes cookies from third-party analytics services as long as the cookies are for the exclusive use of the owner of the website visited.
- *Marketing cookies* — These cookies track your online activity to help advertisers deliver more relevant advertising or to limit how many times you see an ad. These cookies can share that information with other organizations or advertisers. These are persistent cookies and almost always of third-party provenance.

Why do we use cookies?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as “strictly necessary” cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our website. Third parties serve cookies through our Website for analytics. This is described in more detail below.

What type of cookies do we use?

truebees.eu uses technical (strictly necessary) cookies to keep the website fully accessible. These cookies are saved onto the user's computer only during the browsing session. Beside such use, these cookies facilitate the access from http to https when a page is clicked, in order to allow all the security data requirements to be transmitted.

These essential cookies cannot be disabled without compromising the functions of the website.

This website also uses third party analytics cookies for statistical reports. These cookies are gathering aggregated data only, and they are not collecting profiling information for marketing use nor being able to reach the identity of the single user. The third party cookies are the following:

- Name: `_ga` (Google Analytics)
 - Purpose: Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions
 - Service: Google Analytics [View Service Privacy Policy](#)
 - Country: United States
 - Type: `http_cookie`
 - Expires in: 11 months 29 days

Cookies management

As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information. The following is information about how to manage cookies on the most popular browsers:

- [Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Edge](#)
- [Opera](#)

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

- [Digital Advertising Alliance](#)
- [European Interactive Digital Advertising Alliance](#)

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enables us to recognize when someone has visited our Website or opened an email including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the top of this Cookie Policy indicates when it was last updated.

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at privacy@truebees.eu