



IPECON, s. r. o.

Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic

Company ID (IČO): 36374784 · Tax ID (DIČ): 2020101655 · VAT ID (IČ DPH): SK2020101655

www.ipecon.eu

Cookie Policy & Cookie Settings

1. Introduction

This Cookie Policy explains how IPECON, s.r.o. (“IPECON,” “we,” “us,” or “our”), operator of www.ipecon.eu (the “Website”), uses cookies and similar technologies, why we use them, and how you can control your preferences. It should be read together with our Privacy Policy.

By clicking “Accept All” on our cookie banner, you consent to the use of non-essential cookies as described below. You can withdraw or change your consent at any time via the “Cookie Settings” link in the website footer.

2. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They allow the website to recognize your device, remember your preferences, and collect information about how the site is used. We also use similar technologies such as pixels and tags (e.g., Meta/Facebook Pixel) that operate in a comparable way.

3. Categories of Cookies We Use

Our cookie banner allows you to accept or reject each category below, except for Necessary cookies, which cannot be switched off as they are required for the Website to function.

Category	Purpose	Consent required?
Necessary	Enable core functionality such as page navigation, security, load balancing, and remembering your cookie preferences. The Website cannot function properly without these.	No — always active
Analytics	Help us understand how visitors interact with the Website (pages visited, time on site, traffic sources) so we can improve content and performance.	Yes — opt-in
Marketing	Used to measure the effectiveness of our advertising, build audiences, and (where applicable) show relevant ads on other platforms.	Yes — opt-in

4. Tools & Third-Party Services Used on This Website

We use Google Tag Manager (GTM) to deploy and manage the tags listed below in a consent-aware manner. Tags only fire once the relevant cookie category has been accepted; if consent is declined or withdrawn, the corresponding tags are blocked or removed.

Tool	Category	Provider	Purpose
Google Tag Manager	Necessary (container only)	Google Ireland Limited	Tag management system used to load other tools listed below; does not itself set tracking cookies.
Google Analytics (GA4)	Analytics	Google Ireland Limited	Collects statistics on website usage (pages viewed, session duration, device/browser type, approximate location).
Meta (Facebook) Pixel	Marketing	Meta Platforms Ireland Ltd.	Measures conversions from Facebook/Instagram ads and helps build custom audiences for remarketing.

Google Ireland Limited and Meta Platforms Ireland Ltd. may transfer data to servers located outside the European Economic Area, including the United States. Such transfers are carried out on the basis of the European Commission's Standard Contractual Clauses.

5. Contact Form

Our Website includes a contact form. When you submit it, we process the personal data you provide (e.g., name, email address, phone number, and message content) solely to respond to your enquiry.

- Legal basis: your consent (Art. 6(1)(a) GDPR) and/or our legitimate interest in responding to enquiries (Art. 6(1)(f) GDPR).
- Retention: contact form data is kept only as long as necessary to handle the enquiry and any follow-up, then deleted or anonymized.
- No cookie consent is required to submit the contact form itself; the form does not set marketing or analytics cookies.

6. Newsletter

Our Website offers a voluntary newsletter sign-up.

- Sign-up requires an explicit, separate opt-in; no pre-ticked boxes are used.
- We use a double opt-in process, sending a confirmation email to verify the subscriber's email address before adding it to our mailing list.
- Legal basis: consent (Art. 6(1)(a) GDPR).
- Every newsletter email includes an easy, one-click unsubscribe link.
- Subscriber data is processed solely for sending the newsletter and is not combined with advertising cookie data without further notice and consent.



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7. Managing Your Cookie Preferences

You can review or change your cookie choices at any time by clicking “Cookie Settings” in the Website footer. This reopens the preference panel, where you can toggle Analytics and Marketing cookies on or off and save your new choice.

You can also control or delete cookies through your browser settings. Please note that blocking all cookies, including Necessary ones, may affect the functionality of this and other websites.

8. Your Rights

Under the GDPR, you have the right to access, rectify, or erase your personal data, restrict or object to its processing, request data portability, and withdraw consent at any time without affecting the lawfulness of processing carried out before withdrawal. You also have the right to lodge a complaint with the Slovak Office for Personal Data Protection (Úrad na ochranu osobných údajov SR).

9. Contact

For any questions about this Cookie Policy or to exercise your data protection rights, please contact:

- IPECON, s. r. o., Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic
- Email: support@ipecon.sk

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