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# Cookie Policy

## What are cookies?

Cookies are small pieces of data that a website asks your browser to store on your computer or mobile device when you visit the website or certain pages. The cookie allows our website to remember your actions or preference over time. These cookie preferences are personal, and you can manage them yourself by consenting or not to the use of cookies. Cookies usually contain the name of the website where the cookie has come from, how long the cookie will remain on your device, and a value which is a randomly generated unique number (your consent or denial of consent). Some cookies will be deleted as soon as you leave our website and other cookies remained stored up to two (2) years on your computer or mobile device and will help us identify you as a visitor of our website.

## Which cookies do we use?

### Strictly necessary cookies

These cookies allow the technical operation of the website. The legal basis for the implementation of these necessary cookies is [art 6 par. 1f GDPR](#). These cookies will generally be first party session cookies.

COOKIE NAME	PROVIDER	WHAT IT DOES	DURATION
cookie_consent	HighTechXL	This cookie remembers your cookie consent settings	1 year

### Functional (preference) cookies

These cookies make it possible to save information that changes the way our website appears or acts. For instance, choices made in the past, your username and password to automatically log in. The legal basis for the implementation of these necessary cookies is [art 6 par. 1a GDPR](#). These

cookies cannot track your browsing activity on other websites.

COOKIE NAME	PROVIDER	WHAT IT DOES	DURATION	PRIVACY POLICY	OPT-OUT

## Analytical (performance/statistics) cookies

These cookies collect information about how you use our website, which pages you visited and which links you clicked on. Their sole purpose is to improve website’s functions. These statistic cookies include cookies from third parties as long as the cookies are for the exclusive use of our website.

COOKIE NAME	PROVIDER	WHAT IT DOES	DURATION	PRIVACY POLICY	OPT-OUT
_ga	Google	It allows Google Analytics to determine whether you are a new or returning visitor	399 days	<a href="#">Privacy Policy</a>	<a href="#">Opt Out</a>
_ga_1234	Google	It allows Google Analytics to determine whether you are a new or returning visitor	399 days	<a href="#">Privacy Policy</a>	<a href="#">Opt Out</a>

## GOOGLE ANALYTICS WITH ANONYMIZED IP

Google Analytics is a web analysis service provided by Google LLC or by Google Ireland Limited (“Google”), depending on how we manage the Data processing. Google utilizes the data collected to track and examine the use of our website, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. This integration of Google Analytics anonymizes your IP address. It works by

shortening your IP address within member states of the European Union or in other contracting states to the agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US. Personal Data processed: Trackers; Usage Data. Place of processing: United States –[Privacy Policy–Opt Out](#); Ireland –[Privacy Policy–Opt Out](#).

## 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 of third-party provenance. The provided service is legally based on [art 6 par. 1a GDPR](#).

COOKIE NAME	PROVIDER	WHAT IT DOES	DURATION	PRIVACY POLICY	OPT-OUT

## Third Country Transfer

Some of the providers mentioned above are based outside the EEA. Processing of personal data can take place in third countries like the USA. In order to ensure an appropriate level of data protection for the transfer of personal data outside the EEA, we have included the opt-out button for you to retrieve your consent for specific provider. To withdraw your consent, please make use of the opt-out option of your browser.

## How to manage or delete cookies?

You can manage or delete cookies at any time using the settings on your internet browser, which enable you to refuse some or all cookies. If you use different devices to access our website, you will need to ensure that each browser of each device is set to your cookie preference.

## Manage your consent



### Basic

We use the necessary cookies to run the basic functions of the site. These cookies never collect personal data.



### Preferences

Preference cookies ensure that a website can remember information that influences the behavior

and design of the website, such as your preferred language or the region where you live.



### Statistics

These cookies collect anonymous data so that we can further improve our website.



### Marketing

These cookies make it possible to display embeds from YouTube, LinkedIn, Facebook, Instagram etc. in articles. These cookies can also be used to display personalized advertisements.

Save settings

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