

Introduction

Cookie Usage Legal Framework

This Cookie Policy covers the use of cookies on the www.beohemija.com website (hereinafter: WEBSITE), owned and controlled by the Beohemija Ltd. company for production, trade, and services, Zrenjanin, 84 Pančevačka Street, registry number: 17079590 (hereinafter: BEOHEMIJA LTD. or WE). The Cookie Policy explains what cookies are and how we use them, and describes the various types of cookies used on our website and how the collected information is used further. Beohemija Ltd. expressly reserves the right to periodically change and update the Cookie Policy, especially in the case of changes to legal regulations pertaining to electronic communications and personal data protection. Users shall be notified, via the Beohemija Ltd. company's website, of any changes made to the Cookie Policy. In order to use cookies in accordance with the Law on Electronic Communications (*Official Gazette of the RS*, No. 35/2023) and the Law on Protection of Personal Data (*Official Gazette of the RS*, No. 87/2018), we require your consent. The user provides consent to the use of optional cookies through the cookie management banner when first visiting the website. The user can withdraw or modify the given consent at any time by resetting the cookie options provided on the website. (for more information on refusing to accept cookies, see: Cookie management—Cookie settings).

If you find on our website a link enabling you to connect to other web pages, you should know that those web pages operate according to their own Terms of Use, Cookie Policy, and Privacy Policy, which Beohemija Ltd. has no control over. Beohemija Ltd. does not own those companies' data, nor can it guarantee or be responsible for any content, advertisement, products, or any other materials available on those web pages.

Alongside this Cookie Policy, our Privacy Policy also applies. The Privacy Policy informs you about the way in which Beohemija Ltd. uses, stores, and secures your personal data, as well as about the rights to the protection of personal data and how to exercise them.

About cookies

Most web pages you visit use cookies to enhance your user experience. Cookies enable the website to remember you, either while you are visiting the website (in which case session cookies are used) or during your repeated visits to the website (in which case persistent cookies are used). Cookies play a number of different roles: among other things, they enable a more efficient navigation through the pages, save your user preferences, and generally enhance your experience when you use the website. Cookies make your interaction with the website faster and easier. If the website does not use cookies, it will think you are a new visitor every time you visit a new page on the website—for instance, when you enter your login information and go to another page, you won't be recognized and therefore be able to stay logged in. Some web pages also use cookies that allow them to target advertising or marketing messages based on your location or your internet browsing habits. Cookies can be set by the website you are visiting (first party cookies) or by other web pages that manage the content on the webpage you are viewing (third party cookies). Learn more.

What does a cookie contain?

A cookie is a simple text file stored on your computer or mobile device by a website server, and only that particular server can retrieve or read the content of a particular cookie. Each cookie is uniquely linked to your internet browser. It contains certain anonymous information, including a unique identifier and the website name, in addition to certain digits and numbers. It allows the website to remember, among other things, your preferences or the contents of your shopping cart.

What to do if you do not want cookies to be placed?

Some people feel that having a website store information on the user's computer or mobile device crosses certain lines in terms of an invasion of privacy, especially if that information is being stored and used by a third party without the user's knowledge. Although this is generally quite harmless, you may not want, for instance, to see advertisements individually tailored to your interests. If you wish, you can block some or all cookies, and even delete those that have already been placed, but keep in mind that certain functions of a particular website may be lost in the process.

How does Beohemija Ltd. use cookies?

Cookies enable us to identify your device, that is, to recognize when you have logged in to the website. We use cookies that are strictly necessary to enable proper navigation to our website or some of the website's basic functions—for example, to improve the website's functionality by saving your preferences. We also use cookies to improve our website's performance and provide you with a better user experience. You can find below more information about each of those cookie categories, as well as the main cookies used by the Beohemija Ltd. company's website.

Strictly necessary cookies

Some cookies are strictly necessary, as they serve to enable you to navigate the website and use its functions. Without those cookies, we would not be able to determine the number of unique users of the website, nor provide certain functions, such as automatic registration for Beohemija Ltd. services. The use of those cookies is based on the legitimate interest of Beohemija Ltd. to enable the web pages proper functionality, and it cannot be turned off via the cookie management system.

Functionality cookies

Functionality cookies record information about your choices, allowing us to customize the website for you. For example, if you set your location on the home page of the Beohemija Ltd. company's website so that you receive local news and weather forecast, we use cookies to save information about the location you have selected. Functional cookies enable the website to remember your choices and preferences so that you will be provided with an improved user experience. Those cookies are used only with your prior consent. They enable features such as automatically picking up from where you left off by remembering how far into the program you went, as well as saving preferences such as volume settings.

Security cookies

We use security cookies to authenticate users, prevent login credentials-related fraud, and protect user data from unauthorized persons. For example, we may use cookies that contain digitally signed and cryptographically protected records about the user and/or the time spent logged in to the website. The combination of those two cookies allows us to block various types of attacks, such as attempts to steal the content of the forms you fill out on web pages.

Performance cookies

We use performance cookies to analyze the way the website is used and to improve its work, content, functionality, and the user experience. The information collected through those cookies is used in an aggregated

and statistical form. To provide those services, we may engage third parties who place cookies on our behalf. Those cookies are used exclusively with the prior consent of the user.

Google Analytics

The website may use Google Analytics, a website analysis service provided by Google Ireland Limited.

Google Analytics employs cookies to analyze the way the website is used. IP anonymization is employed when technically applicable. For more information about data processing by Google, check at: <https://policies.google.com/privacy>

Google Analytics cookies are used exclusively with the prior consent of the user.

Marketing cookies

Marketing cookies are used to display relevant content and ads, measure the effectiveness of marketing campaigns, and analyze user interests. Those cookies may be placed by third parties that provide marketing and analytics services. Marketing cookies are used exclusively with the prior consent of the user.

Advertising based on online behavior

The Beohemija Ltd. company's web pages, possessing advertising functions, are adapted to the individual user. We use cookies to determine what advertising would be most relevant to you based on the areas you view on our web pages as well as the geolocation of your IP address.

The following table contains links to the cookie opt-out mechanisms of individual partners who place advertising messages on our web pages. In the cookie settings, you may choose either to allow them or not. If you wish to refuse cookies from a specific organization, please follow the links provided below.

Third-party cookies and embedded content

We use the services of a number of third parties (like Flickr, YouTube, Facebook, etc.), who may also place cookies on their web pages on their behalf to support the functions of our web pages. Beohemija Ltd. has no control over the placement of those cookies. For more information about them, please visit the web pages of the third parties. Third-party cookies are listed below, along with information on how you can refuse them.

Third-party cookies

The pages with this embedded content may contain cookies from the web pages mentioned. Moreover, when you use the content-sharing button on one of the Beohemija Ltd. company's web pages, the service you selected may place cookies so that the content can be shared. Beohemija Ltd. does not control the placement of these cookies and this tool will not block cookies from those web pages. You should visit the relevant third party website for more information about them.

In the cookie settings, you may choose whether to allow them or not. If you wish to refuse cookies from a specific organization, please follow the links provided below.

Third parties may process data collected through cookies as independent data processors, in accordance with their own privacy and cookie policies. Beohemija Ltd. has no control over the data processing carried out by third parties through their own cookies.

Embedded content

You will also see embedded share buttons on the Beohemija company's web pages; those buttons allow users to easily share content with their friends through a wide array of popular social networks. When you click one of those buttons, the service you selected may place cookies so that content can be shared. Please note again that Beohemija Ltd. has no control over the placement of those cookies.

Information disclosure

We neither sell the information our cookies collect nor disclose it to third parties, except when so required by law (e.g. to government and law enforcement agencies). If you want to control which cookies are placed on your device via the Beohemija Ltd. company's website, you can find information about this in the section on third-party cookies.

Behavioral marketing

Behavioral marketing technology provides users and advertisers with a more valuable and unique experience by enabling advertising and content that is more relevant to the user. The system we use is of the website-based-marketing type, which uses cookies to reveal information about which pages on our web pages you visit. It may also track IP addresses to add general information about the country, city, or region you are located in, along with your domain name (e.g. which ISP you use). Thank to that information, you can be grouped together with others who have similar interests and placed in a specific *market segment*. We can then display advertising messages that we think would be relevant to people from your market segment. We believe that by doing so we make advertising more interesting and useful for you. That, in turn, helps us increase the value we obtain from our website and our advertisers, which ultimately gives us more opportunities to invest in great content that will benefit all our users.

Aggregated information

It must be pointed out that we and our service providers will at no time attempt to identify you personally, nor do we know who you are or what pages you have personally viewed—we merely aggregate relevant information to form market segments made up of groups of people. The data collected through cookies is used exclusively in aggregated and statistical form for the sake of improvement of the website's functionality and user experience.

Cookie management

The user can at any time accept, reject, or modify the cookie settings by way of the cookie management tool available on our website. The consent withdrawal does not affect the legality of the processing carried out prior to the consent withdrawal.

Internet browser cookies

If you do not wish to receive cookies, you can set your browser to notify you of which cookies are being sent to you, or you can refuse all cookies altogether. You can also delete cookies that have already been placed.

If you want to limit or block internet browser cookies that are already placed on your device, you can do so in your browser settings; the Help option in your browser should tell you how. Another possibility is to visit www.aboutcookies.org, where you can find detailed information on how to do this on a number of various desktop browsers. Most web pages of Beohemija Ltd. work without cookies, but if you decide to refuse cookies, you will lose certain functions and functionalities. For example, you will not be able to set the weather forecast for the selected city.

Cookie settings

If you do not want to receive certain categories of cookies on the Beohemija Ltd. company's website, you can reject them by using the following tool. Setting cookies is essential for us to remember your choices the next time you visit our website from the same browser. We currently lack the technical capabilities to allow you to transfer your settings between different browsers and devices, so those settings must be modified within each browser you use.

We would also like to note that, despite our doing our very best to respect your choices, it is still possible that certain cookies may slip by us. If you are concerned about that, we recommend that you change your browser's cookie settings; your browser's Help function should explain to you how to do this.

Contact

If you have any questions regarding this Cookie Policy or the data processing through cookies, you can contact us via the email address: [privacy email], or by mail to the address:

Beohemija Ltd.
Pančevačka 84

23000 Zrenjanin

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