

The use of cookies on our website

When you visit our website, we place cookies on your computer or mobile device. These cookies are used to optimise your user experience.

What are cookies?

“Cookies” are small files or pieces of information sent out by this website. These cookie files can be stored on your computer or mobile device when you visit the website. They record information about the type of browser you use, your operating system and your geographical location.

How we use cookies?

We use cookies to make it easier for you to use our website and to distinguish your user preferences from those of other visitors to our site. Without cookies, a website is like a goldfish that loses its memory every time you visit a new page. By placing cookies on your device, our website remembers your language preference, for example.

We also use cookies to compile anonymous, aggregate statistics, so that we have a clear idea of how visitors use our website. We use this information to optimise the user experience.

The information we collect is used only within our organisation. We do not pass your data along to third parties.

What are the different types of cookies?

There are various categories of cookies:

Essential cookies

These cookies are required in order for the website to function. Since these cookies are essential for the website's functionality, you cannot refuse these cookies without this having an impact on the functioning of our website. You can remove these cookies, though. For more information about this, see 'How do I manage my cookies?'

Functional cookies

These cookies collect information about your preferences. For example, they record your language preference or log-in data.

Analytical cookies

These types of cookies collect information about the behaviour of website visitors and the performance of the website. For example, data about how long someone stays on the website is recorded. This allows us to improve the user experience of the website. This information is collected completely anonymously.

Marketing cookies

Marketing cookies are used to monitor the surfing behaviour of visitors. Based on this information, a user profile is created which allows more personalised information to be sent out to you.

Which cookies do we use?

Name	Type	Provider	Purpose	Expiry date	Type
remember_web_	Essential	go4balance.eu	Temporarily saves the users login.	5 years	HTTP
cart_session	Essential	go4balance.eu	Saves the content of the shopping cart.	5 years	HTTP
laravel_session	Essential	go4balance.eu	Saves the status of the user session.	Session	HTTP
laravel_cookie_consent	Essential	go4balance.eu	Ensures the correct operation of the cookie policy notification.	2 years	HTTP
XSRF-TOKEN	Essential	go4balance.eu	Ensures the secure transmission of forms.	Session	HTTP
_ga	Analytical	go4balance.eu	Tracks how the user visits the website with a view to the improvement of our services.	2 years	HTTP
_gat	Analytical	go4balance.eu	Used by Google Analytics to slow down the request rate.	Session	HTTP
_gid	Analytical	go4balance.eu	Measures how users use the website.	Session	HTTP
facebook pixel	Marketing	facebook.com	Conversion tracking and remarketing	2 years	pixel

How can I manage my cookies?

You always have the right to accept or decline certain cookies.

When you first visit our website, you are asked to accept our various types of cookies.

You may also adjust your browser settings so that it accepts or declines these cookies. If you choose to decline all cookies, then you can still use our website, but we cannot guarantee that all of the website's functionality will work or that you will have access to all parts of our website. Since the procedure for declining cookies varies from browser to browser, it is best if you consult your browser menu.