



Balcia
i n s u r a n c e

**COOKIES POLICY FOR THE WEBSITE OF
BALCIA INSURANCE SE LITHUANIA BRANCH**

WHAT ARE COOKIES AND WHAT DO THEY DO?

We use cookies on Balcia's website to save time and make your browsing experience more efficient and enjoyable, as well as for analytical and marketing purposes.

Cookies are text files that are stored by the website in the browser's file directory of your computer or mobile device when you open the site. Each cookie includes the name of the website and a unique ID. Cookies operate like a memory of the website to help us to remember you and your preferences the next time you visit our website, for example, your selected language or region, so that you would not have to specify them each time anew.

Cookies also allow tracking the website visiting statistics, time spent on our website and what you do on our website (for example, which pages you visit and which buttons you click on), it helps us to understand what visitors like about our website and how we can make it more attractive for other visitors.

Cookies make the interaction between visitors and websites faster and easier. Without cookies, it would be very difficult for a website to remember the user's preferences or registration details for a future visit.

HOW DO WE USE COOKIES?

On our website we use 'persistent' cookies that remain on your device until you erase them, or they expire, and the 'session' cookies – they will be erased when you close your internet browser.

We use cookies to personalize content and ads, to provide social media features, and to analyse our data traffic.

We use the following types of cookies:

Necessary cookies

Necessary cookies are placed on our website by default. You can turn off these cookies on your device if you do not want us to use the necessary cookies, but it might impact your ability to browse our website. We need necessary cookies to help us run our website, and to help us detect any problems with it, as well as to remember our users while they are browsing our website. For example, we use a cookie that tracks your cookie privacy preferences so that we do not place analytics and advertising cookies if you do not want us to. This type of cookie will remain on your device even after you have stopped browsing the website so we can make sure we comply with our legal and regulatory obligations.

Statistics and advertising cookies

These allow us to recognise and count the number of visitors to our website, and see how visitors browse our website, so we can understand how our website content is performing and improve it. We use third party cookies for this purpose.

Advertising and analytics cookies also allow us to see what pages and links you have visited so we can provide more relevant ads. We may share this information with third parties, such as Google, Facebook and LinkedIn, for the same purpose, they may combine this data with other information you provide to them or that they collect when you use their services.

Please see the table below for more detail on which cookies we use and why.

WHAT COOKIES DO WE USE?

These are the cookies we use on our website and the purposes for which we use them:

Cookie name	Provider	What does it do what information stores	Type	How long is it stored
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<p>Necessary</p> <p>Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.</p>				
CookieConsent	Balcia.It	Stores the user's cookie consent state for the current domain	HTTP	1 year
cookieLawInfo-checkbox-necessary	Balcia.It	Determines whether the user has accepted the cookie consent box.	HTTP	1 year
<p>Statistics</p> <p>Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.</p>				
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	HTTP	2 years
_gat	Google	Used by Google Analytics to throttle request rate	HTTP	1 day
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	HTTP	1 day
collect	Google	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Pixel	Session

Google Analytics

We use Google Analytics on our website to improve the quality of the website content and tailor the content to your needs. Google Analytics is widely used traffic analytics tool that allows website owners to get deep and real time insight into how their site is being used, how much, and by whom. Google Analytics is like a map of our website that shows us how You behave when on our website. This gives us insight into our domain's performance and lets us optimize it. You can find more information on Google Analytics here: <https://marketingplatform.google.com/about/analytics/terms/us/> .

Data that is collected with Google Analytics is transferred to, processed and stored by Google (United States of America (US)), US state authorities have access to this personal data, and Google may use this personal data for any of its own purposes. Data protection safeguard level in the US is not the same as in the European Union.

CAN I CHANGE MY COOKIES' PREFERENCES?

Yes. You can manage your cookies preferences by clicking on "Manage your cookie preferences" below. You can also manage your cookie preferences through our pop-up cookie banner that appears when you first visit the website.

You can also manage your preferences by changing your browser settings on your device to refuse the use of all or some cookies. However, if you block all cookies (including necessary cookies), you may not be able to use all or some parts of our website. You may also find that you are shown information on our website that is less interesting to you.

You can find more information here: <https://www.aboutcookies.org/>

Please note, other organisations, such as advertising networks, may also use cookies to track you across different websites. We have no control over these cookies.

If we change the cookies we use, we will update this Cookies Policy. You always can find the latest version of this Policy on our website.

You can find more information on how we process personal data in our Privacy Policy.