# COOKIE POLICY

Version 3.0

Date: 30/10/2026

## 1. Who is responsible?

This policy applies to www.traceyourcraft.com and the language versions of this website. The controller is Trace Your Craft BV, Plasstraat 30, 8790 Waregem, Belgium, company and VAT number BE 1042.041.009. You can contact us at privacy@traceyourcraft.com.

This policy describes cookies and similar browser storage on the public website. Please also see our Privacy Policy for the processing of personal data. External services opened through a link, such as the appointment calendar or customer platform, may have their own cookie policies and settings.

## 2. What are cookies and similar technologies?

Cookies are small files that a website saves on your device through your browser. A website may also use session storage. These technologies can, for example, remember a choice or measure website usage. A session cookie or session storage generally disappears when the browser session ends. A persistent cookie has a defined expiry date, but you can delete it earlier.

## 3. What choices do you have?

Strictly necessary storage supports the website’s operation and remembers your cookie choices. We do not request consent for this storage. Other cookies or similar technologies are used only after you choose to allow them. You can refuse analytics cookies and continue to use the website.

The banner and preferences window let you accept all optional categories or save a choice for each category. Closing the banner or continuing to browse does not constitute consent. The Cookie settings link in the footer lets you reopen, change or withdraw your choice later. Withdrawal of consent does not affect the lawfulness of processing carried out before withdrawal.

## 4. Overview of configured technologies

### Strictly necessary: Finsweet Cookie Consent

- fs-cc: stores your consent choices so that the website can apply them. Provider: Trace Your Craft through Finsweet Cookie Consent. Retention: 120 days.
- fs-cc-updated: remembers that your cookie choices have been updated. Provider: Trace Your Craft through Finsweet Cookie Consent. Retention: 120 days.

These first-party cookies are used on the domain of the website you visit. After expiry or deletion of the stored information, the website may ask you to choose again.

### Language navigation: Linguana

- linguanaRedirected: session storage supporting language navigation and redirects and helping to prevent repeated language redirects within the same session. Provider: Linguana for Trace Your Craft. Retention: the browser session. This is sessionStorage.

### Analytics: Google Analytics 4

After you consent to the Analytics category, we use Google Analytics 4 through Google Tag Manager to understand website usage. This includes, for example, visited pages, the source of a visit and browser and device information. Google Tag Manager manages the execution of this tag; it is not a separate cookie category.

- _ga: distinguishes visitors for usage statistics. Provider: Google Analytics. Google’s default retention: 24 months.
- _ga_<identifier>: persists session state for Google Analytics 4. The name contains an identifier for the Analytics configuration. Provider: Google Analytics. Google’s default retention: 24 months.

The actual duration may be shorter because of browser restrictions or settings. These Analytics cookies are first-party cookies on the visited website’s domain. Google may process the data as an external service provider. Further information is available in our Privacy Policy and at https://policies.google.com/privacy.

### Marketing and personalisation

The preferences window also includes marketing and personalisation categories. Selecting a category does not mean that every possible technology in that category is present. The Google Tag Manager configuration checked for this version contains a Google Analytics 4 tag. New optional technologies must not be activated without the required information and consent; this policy will then be updated.

## 5. Managing your preferences

Open Cookie settings in the footer, enable or disable the optional categories you want and save your choice. Strictly necessary storage remains available to respect that choice. You can also block or delete cookies through your browser settings. Deleting the consent cookies means the website can no longer remember your previous choice.

Disabling optional Analytics cookies does not prevent use of the normal information pages and contact options. Blocking all browser storage may affect language navigation or the remembering of preferences.

## 6. Changes and contact

We update this policy when the technologies used or the corresponding information changes. The current version and date appear at the top of the document. If new non-essential cookies require consent, we will ask for it before using them.

For questions about cookies or privacy, contact privacy@traceyourcraft.com or write to Trace Your Craft BV, Plasstraat 30, 8790 Waregem, Belgium. Please see our Privacy Policy for your personal data rights and information about lodging a complaint.