

COOKIE NOTICE

I. WHAT ARE COOKIES AND OTHER RELATED TECHNOLOGIES?

Cookies are small files that are stored in a user's web browser and enable device recognition, saving of certain settings, improvement of functionality, and monitoring of how users interact with a website.

We use cookies on our website, and this Cookie Notice describes how ILLUSIONS uses cookies, pixels, and other related technologies to ensure the proper functioning of the website <https://illusions.rs/>, to enhance user experience, and, where consent is provided, to conduct analytics and display personalized marketing content.

II. WHICH COOKIES DO WE USE?

1. Cookies by source

a) First-party cookies

First-party cookies originate from the website you are visiting, in this case, our website. Through these cookies, depending on your cookie settings, the website may store data that will be reused during your next visit to our website.

b) Third-party cookies

Third-party cookies originate from other websites that are present on our website. ILLUSIONS cannot influence how third parties use cookies. For information on how these third parties process your data, please read their privacy policies and cookie notices. Our website uses cookies from Google Analytics and Meta Platforms, as further described in this Cookie Notice.

2. Cookies by duration

a) Session cookies

We may use session cookies that exist only until you close the website. Session cookies are cookies that are deleted from your device after the web browser is closed. They allow websites to store temporary data, such as items in a shopping cart during an online purchase.

b) Persistent cookies

Depending on your cookie settings, we may also use persistent cookies, which are cookies that remain on your device after the web browser is closed. These cookies allow our website to store data such as the country from which you access our website.

3. Cookies by purpose

a) Strictly necessary cookies

Strictly necessary cookies enable the stable and proper functioning of key parts of our website, including the maintaining user sessions, and implementing security measures. Disabling these cookies may result in limited website functionality. These cookies do not store any information that could identify you. As our website cannot function properly without these cookies, and as they cannot be disabled, your consent is not required for the use of this type of cookie.

Our website uses the following strictly necessary cookies:

Name	Purpose	Source	Duration
CookieConsent	Stores information about the user's cookie consent status.	illusions.rs	1 year
elementor	Used within the WordPress theme of the website. This cookie allows the website owner to implement or modify website content in real time.	illusions.rs	Persistent
wc_fragments_#	Technically necessary for the basic functioning of the website.	illusions.rs	Session duration
wc_cart_hash_#	Technically necessary for the basic functioning of the website.	illusions.rs	Persistent

b) Functional cookies

Functional cookies (preference cookies) allow us to provide you with enhanced functionality and personalization when using the website. These cookies enable the website to remember information that changes the way the website behaves or appears, such as your selected language or the region you are located in. Your consent is required for the use of functional cookies.

Our website does **NOT** use functional/preference cookies.

c) Analytical (statistical) cookies

Analytical cookies provide us with statistical data that enables us to measure website traffic, monitor how the website is used, and identify elements that need improvement. These cookies help us better understand which users access our website and how they use it, allowing us to further improve and optimize it. When using analytical cookies, only anonymized data is processed, based on which we cannot identify you. Such analyses may also be carried out through external providers, such as Google Analytics and Meta Platforms, which collect data in accordance with their own privacy policies. Your consent is required for the use of analytical cookies.

Our website uses the following analytical cookies:

Name	Purpose	Source	Duration
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ga#	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across different devices and marketing channels.	illusions.rs	2 years
_ga	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across different devices and marketing channels.	illusions.rs	2 years

d) Marketing cookies

Marketing cookies are used to track visitors across websites and display content that is relevant to you. Specifically, when marketing cookies are used, certain information about your behavior on the website (e.g., which pages you have visited or which products you have viewed) is linked to a unique cookie identifier. Based on this information, visitors and users are automatically grouped into interest categories (e.g., “interested in a specific product”), and advertisements corresponding to those interests are displayed to them on other websites and platforms. Such profiling does not produce legal or similarly significant effects for you, it only affects the advertising content shown to you. Therefore, marketing cookies enable us to display relevant advertisements on third-party platforms and to measure the effectiveness of our campaigns. Your consent is required for the use of marketing cookies.

Our website uses the following marketing cookies:

Name	Purpose	Source	Duration
sbjs_migrations	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements on the website so that they are more relevant to users.	illusions.rs	Session duration
sbjs_current_add	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements on the website so that they are more relevant to users.	illusions.rs	Session duration
sbjs_first_add	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements on the website so that they are more relevant to users.	illusions.rs	Session duration
sbjs_current	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements on the website so that they are more relevant to users.	illusions.rs	Session duration
sbjs_first	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements	illusions.rs	

	on the website so that they are more relevant to users.		Session duration
sbjs_udata	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements on the website so that they are more relevant to users.	illusions.rs	Session duration
sbjs_session	Collects data on user behavior and interactions in order to optimize the website and tailor advertisements on the website so that they are more relevant to users.	illusions.rs	Session duration
_fbp	Used by Facebook to deliver a range of advertising products, such as real-time bidding from third-party advertisers.	illusions.rs	3 months
lastExternalReferrer	Detects how the user accessed the website by recording their last URL address.	connect.facebook.net	Persistent
lastExternalReferrerTime	Detects how the user accessed the website by recording their last URL address.	connect.facebook.net	Persistent

III. HOW TO DISABLE COOKIES?

If you wish to disable cookies, you may (i) refuse cookies or disable previously accepted cookies through the cookie settings (cookies banner), or (ii) use your browser settings. The only type of cookies that cannot be disabled are strictly necessary cookies.

To disable cookies via the cookie settings, you may at any time set the slider/tick box to “Off” and then click “Save and Close.”

To disable cookies through your browser, please note that most web browsers are set by default to accept cookies. However, if you wish to refuse or delete them (or similar technologies), please refer to the help and support section of your browser for instructions on how to block or delete cookies. For example, some relevant links include: Google Chrome, Internet Explorer, Mozilla Firefox, Android Browser, and similar.

Please note that each browser has a different procedure for managing and configuring cookies. However, if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access all or certain parts of our website or services.

For additional information about cookies, or for details on how to delete or refuse their installation on your phone or computer, please visit [About Cookies](#).

IV. CHANGES TO THE COOKIE NOTICE

The list of cookies may change from time to time depending on updates to the website and third-party services. We strive to regularly update this Cookie Notice to ensure that the information provided is accurate and up to date.

If we make any significant changes to this Cookie Notice, we will notify you via a pop-up window on the website during your next visit.

V. OTHER INFORMATION

For more information about what data we process about you and for what purposes, on what legal basis, with whom we share your data, how long we retain it, and similar matters, please read our [Privacy Policy](#).

If you have any questions regarding this notice, please contact us at office@illusions.rs

Effective as of: [Click or tap here to enter text.](#)

Last updated: [Click or tap here to enter text.](#)