Cookie Policy

roelu s. r. o. · Effective Date: March 4, 2026 · Last Updated: March 4, 2026

This Cookie Policy explains what cookies and similar tracking technologies are, how roelu s. r. o. ("Roelu," "we," "us," or "our") uses them on our website at roelu.com (the "Website"), what data they collect, and how you can control them.

This policy should be read alongside our Privacy Policy, which provides further details on how we collect, use, and protect your personal data.

We comply with the ePrivacy Directive 2002/58/EC, the General Data Protection Regulation (GDPR), and applicable cookie and privacy laws worldwide.

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1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or smartphone) when you visit a website. They are widely used to make websites work more efficiently, provide a better user experience, and give website owners information about how their site is being used.

Cookies can be "first-party" (set by the website you are visiting) or "third-party" (set by a different domain than the one you are visiting). They can also be "session" cookies (which are deleted when you close your browser) or "persistent" cookies (which remain on your device for a set period or until you delete them).

In addition to cookies, we may use similar technologies such as pixels, web beacons, and local storage. For the purposes of this policy, we refer to all of these technologies collectively as "cookies."

2. Types of Cookies We Use

We categorize the cookies used on our Website into the following types:

2.1 Strictly Necessary Cookies

These cookies are essential for the Website to function properly. They enable basic features such as page navigation, secure areas, and load balancing. The Website cannot function properly without these cookies, and they cannot be disabled. They do not store any personally identifiable information.

2.2 Analytics & Performance Cookies

These cookies help us understand how visitors interact with our Website by collecting and reporting information about pages visited, time spent on pages, errors encountered, and similar usage data. This information helps us improve the Website's performance and user experience. We use PostHog (EU-hosted) as our analytics provider.

2.3 Functional Cookies

These cookies enable enhanced functionality and personalization, such as remembering your preferences or facilitating features like our Cal.com booking integration. They may be set by us or by third-party providers whose services we have added to our pages.

2.4 Marketing Cookies (Future)

We do not currently use marketing or advertising cookies. If we introduce marketing cookies in the future (for example, in connection with email marketing or advertising campaigns), we will update this policy and obtain your consent before deploying them.

3. Detailed Cookie Inventory

The following tables provide a detailed breakdown of the specific cookies used on our Website.

3.1 Strictly Necessary Cookies

Cookie Name	Provider	Purpose	Type	Duration
__cf_bm	Webflow (Cloudflare)	Bot management and security protection	Third-party	30 min
_cfuvid	Webflow (Cloudflare)	Rate limiting and DDoS protection	Third-party	Session
wf_csrf	Webflow	Cross-site request forgery protection	First-party	Session

3.2 Analytics & Performance Cookies

Cookie Name	Provider	Purpose	Type	Duration
ph_phc_*	PostHog (EU)	Unique visitor identification for analytics	First-party	1 year
ph_sess_*	PostHog (EU)	Session tracking for pageview analytics	First-party	30 min
posthog_*	PostHog (EU)	Feature flags and experiment tracking	First-party	1 year

3.3 Functional Cookies

Cookie Name	Provider	Purpose	Type	Duration
cal.com-*	Cal.com	Booking widget functionality & state	Third-party	Session
__calendso_uid	Cal.com	User session for booking flow	Third-party	1 year

Note: The exact cookie names may vary as third-party providers update their services. We review and update this inventory periodically to ensure accuracy. Cookies marked with an asterisk (*) indicate that the cookie name includes a dynamic identifier.

4. Third-Party Cookies

Some cookies on our Website are set by third-party services that we use. These third parties have their own privacy and cookie policies, and we encourage you to review them:

Service	Provider	Purpose	Privacy Policy
Webflow	Webflow, Inc.	Website hosting, CDN, security	webflow.com/legal/privacy
PostHog	PostHog Ltd.	Website analytics (EU-hosted)	posthog.com/privacy
Cal.com	Cal.com, Inc.	Consultation booking	cal.com/privacy
Cloudflare	Cloudflare, Inc.	CDN, security, performance	cloudflare.com/privacypolicy

We do not control the cookies set by third-party providers and are not responsible for how they handle your data. The presence of a third-party cookie on our Website does not imply our endorsement of that third party's data practices.

5. How to Manage Cookies

You have several options for managing cookies:

5.1 Browser Settings

Most web browsers allow you to control cookies through their settings. You can typically configure your browser to block all cookies, block third-party cookies, accept all cookies, or be notified when a cookie is set. The following links provide instructions for common browsers:

- Google Chrome: Settings > Privacy and Security > Cookies and other site data
- Mozilla Firefox: Settings > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Cookies and website data
- Microsoft Edge: Settings > Cookies and site permissions > Manage and delete cookies

5.2 PostHog Opt-Out

You can opt out of PostHog analytics tracking by enabling the "Do Not Track" setting in your browser. PostHog respects Do Not Track (DNT) signals when configured to do so. Additionally, you may request that we disable analytics tracking for your specific session by contacting us.

5.3 Third-Party Opt-Out Tools

- Your Online Choices (EU): youronlinechoices.eu — a tool provided by the European Digital Advertising Alliance (EDAA) to opt out of interest-based advertising.
- Network Advertising Initiative (US): optout.networkadvertising.org — opt out of interest-based advertising from NAI member companies.

- Digital Advertising Alliance (US): optout.aboutads.info — opt out of interest-based advertising from DAA member companies.

6. Cookie Consent

Under the ePrivacy Directive and GDPR, we are required to obtain your consent before placing non-essential cookies on your device. Strictly necessary cookies do not require consent as they are essential for the Website to function.

Currently, you may manage your cookie preferences through your browser settings as described in Section 5. We may implement a dedicated cookie consent management tool (such as Cookiebot) in the future to provide you with more granular control over cookie categories directly on our Website.

By continuing to use our Website without adjusting your browser settings to block cookies, you acknowledge the use of cookies as described in this policy. However, you retain the right to change your cookie preferences at any time.

7. Impact of Disabling Cookies

If you choose to disable or block certain cookies, please be aware that some features of our Website may not function as intended:

- Strictly Necessary Cookies: Blocking these may prevent the Website from functioning entirely, including security features and page loading.
- Analytics Cookies: Disabling these will not affect your browsing experience. It will simply mean we cannot collect anonymous data about how you use our Website.
- Functional Cookies: Blocking these may affect features such as the Cal.com booking widget, meaning you may need to book calls through an alternative method (e.g., direct email).

8. Do Not Track Signals

Some browsers include a "Do Not Track" (DNT) feature that signals to websites that you do not wish to be tracked. There is currently no universally accepted standard for how websites should respond to DNT signals.

Our analytics provider, PostHog, can be configured to respect DNT signals. We are committed to honoring your privacy preferences and will make reasonable efforts to respect DNT signals where technically feasible.

9. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, changes in our technology or services, or changes in applicable law. When we make changes:

- We will update the "Last Updated" date at the top of this policy.
- We will post the revised policy on our Website.
- For material changes, we will provide prominent notice on our Website or, where we have your email address, notify you by email.
- Where required by law, we will obtain your renewed consent.

We encourage you to periodically review this Cookie Policy to stay informed about how we use cookies.

10. Contact Us

If you have any questions about this Cookie Policy, or if you wish to exercise your rights regarding cookies and tracking technologies, please contact us:

Email	roeluweb@gmail.com
Company	roelu s. r. o.
Address	Staré Grunty 3546/7A, Bratislava - mestská časť Karlova Ves 841 04, Slovak Republic

For broader questions about how we handle your personal data, please refer to our Privacy Policy.