

Cookie Policy

Last updated: 17 July 2026

This Cookie Policy explains how **LAVA VIDEO MARKETING, SOCIEDAD LIMITADA** (CIF B27580240, Av. de França, 79, Poblats Marítims, 46023, València, Spain), trading as **AI Video Agency**, uses cookies and similar technologies on <https://www.aivideoagency.eu>.

1. What Are Cookies?

Cookies are small text files that are placed on your device when you visit a website. They allow the website to recognise your device, store information about your preferences or past actions, and are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

2. Types of Cookies We Use

Category	Purpose	Consent required?
Strictly necessary / technical cookies	Essential for the website to function (e.g., page navigation, form submission, load balancing via our hosting provider, Webflow). Cannot be disabled.	No — exempt under Art. 22.2 LSSICE
Analytics cookies	Help us understand how visitors interact with the website (pages visited, time on site, traffic sources), so we can improve it.	Yes

3. Specific Cookies Used

Provider	Cookie name(s)	Purpose	Type	Duration	Data location
Webflow	e.g. wf_...	Website hosting, form processing, basic site functionality	Necessary	Session / up to 1 year	EU / US
Google Analytics	_ga, _gid, _gat, etc.	Website traffic and usage analytics Website traffic and	Analytics	Up to 2 years	EU / US

		usage analytics, including session recording (Webvisor):			
Yandex Metrica	_ym_uid, _ym_d, etc.	mouse movements, clicks, scrolling, and page navigation within your visit are recorded for playback and analysis	Analytics	Up to 1 year	Russian Federat

Note on Yandex Metrica: this service transfers data to servers located in Russia, a country for which the European Commission has not issued a data protection adequacy decision. This cookie will only be set with your explicit consent, given via our cookie banner, and you may withdraw this consent at any time. See our [Privacy Policy] for further details on this international transfer.

Note on session recording (Webvisor): in addition to standard traffic statistics, we use Yandex Metrica’s Webvisor feature, which records your on-page interactions (mouse movements, clicks, scrolling, and the pages you navigate to) for the purpose of understanding and improving user experience. These session recordings are only captured after you have given consent to analytics cookies. We aim to mask the content of form fields in these recordings so that text you type (such as your name, email, or message) is not captured; however, please avoid entering sensitive personal information into any field if you have concerns about this feature.

(Exact cookie names may vary depending on the current configuration of Webflow, Google Analytics, and Yandex Metrica; this table will be updated if the configuration changes.)

4. How to Manage Your Cookie Preferences

When you first visit our website, a cookie banner allows you to accept or reject non-essential cookies, and to customise your preferences by category. You can change your preferences at any time by [clicking here / re-opening the cookie settings panel — link to be added].

You can also control or delete cookies through your browser settings. Please note that blocking all cookies may affect the functionality of this and other websites. Instructions for the most common browsers:

- **Chrome:** Settings → Privacy and security → Cookies and other site data
- **Firefox:** Settings → Privacy & Security → Cookies and Site Data
- **Safari:** Preferences → Privacy → Manage Website Data
- **Edge:** Settings → Cookies and site permissions

5. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons. The “Last updated” date above indicates when this policy was last revised.

6. Contact

For any questions about this Cookie Policy, please contact us at:

Email: hello@aivideoagency.eu

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