Cookie Policy

The Friends | thefriends.hr
Last updated: October 15, 2026

This Cookie Policy explains how Odokativa Communications PR Ognjen Varađanin, operating The Friends ("The Friends", "we", "us", "our"), uses cookies and similar technologies when you visit https://www.thefriends.hr and its subpages, forms and dashboards (the "Website"). It covers what these technologies are, which ones we use, why we use them and how you can control them.

Some cookies collect personal data, or data that becomes personal data when combined with other information. That processing is described in our Privacy Policy at https://www.thefriends.hr/privacy-policy.

What are cookies?

Cookies are small text files placed on your computer or mobile device when you visit a website. Websites use them to work properly, to remember your choices and to report on how they are used.

Cookies set by the website you are visiting are first-party cookies. Cookies set by another company, such as an analytics provider, are third-party cookies. A third party that sets cookies on our Website can recognize your device when it visits our Website and other websites that use the same provider.

We also use similar technologies such as local storage, session storage and tags. In this policy we refer to all of them as "cookies".

How we use cookies

We use cookies for three purposes:

1. Strictly necessary: to run the Website securely, keep you logged in to your specialist dashboard and remember your cookie choices.
2. Analytics: to understand how visitors use the Website so we can improve pages and forms, through Google Analytics 4.
3. Session insights: to see how visitors interact with pages (clicks, scrolling, navigation) through Microsoft Clarity, so we can find and fix usability problems.

We do not use advertising or retargeting cookies on the Website.

Strictly necessary cookies are always active. Analytics and session insight cookies are set only after you give consent through our cookie banner.

How can I control cookies?

When you first visit the Website, a cookie banner lets you accept all cookies, reject all non-essential cookies or choose by category. You can change your choice at any time through the Cookie Settings link in the Website footer.

If you reject non-essential cookies you can still use the Website, apply as a specialist and access your dashboard. Strictly necessary cookies cannot be switched off through the banner because the Website does not work without them.

Cookies we use

Strictly necessary

Name	Provider	Type	Purpose	Duration
Termly consent record	Termly	Local storage	Stores your cookie choices	12 months
ms_session_id	Memberstack	Local storage	Keeps a specialist logged in to the dashboard	Persistent, until logout
ms_groups	Memberstack	Local storage	Stores the access group of a logged in specialist	Persistent, until logout
tf-loaded	The Friends	Session storage	Keeps the page load state during your visit	Session
_cfuvid	Cloudflare	Cookie	Applies security and rate limiting rules to identify trusted traffic	Session

Analytics

Name	Provider	Type	Purpose	Duration
_ga	Google Analytics 4	Cookie	Distinguishes unique visitors	2 years
_ga_[ID]	Google Analytics 4	Cookie	Keeps session state	2 years

Session insights

Name	Provider	Type	Purpose	Duration
_clck	Microsoft Clarity	Cookie	Keeps the same Clarity user ID across visits	1 year
_clsk	Microsoft Clarity	Cookie	Connects page views into one session recording	1 day
CLID	Microsoft Clarity	Cookie	Identifies the first time Clarity saw this user	1 year
MUID	Microsoft	Cookie	Identifies unique browsers across Microsoft services	1 year
ANONCHK	Microsoft	Cookie	Indicates whether MUID is transferred to ANID	10 minutes

Clarity masks text entered into form fields. We do not use Clarity recordings to identify individual visitors.

The cookies listed may change as we update the Website and its tools. We review this list periodically and update it when a change happens.

How can I control cookies in my browser?

Most browsers let you block or delete cookies through their settings. The steps differ between browsers, so check the help section of the one you use (Chrome, Safari, Firefox, Edge or Opera). Blocking strictly necessary cookies or local storage in your browser can stop the specialist dashboard from working.

You can also opt out of Google Analytics on all websites with the browser add-on at https://tools.google.com/dlpage/gaoptout.

Tags

We use Google Tag Manager to load Google Analytics 4 and Microsoft Clarity. Tag Manager itself does not set cookies; it loads these tools only after you consent to the matching category.

Updates to this policy

We update this Cookie Policy when the cookies we use change or when the law requires it. The date at the top of this page shows when it was last changed.

Contact

Questions about our use of cookies can be sent to office@thefriends.hr or by post to:

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