

Cookie Policy

FOR TRANS d.o.o., trgovina na debelo in dejavnosti drugih prometnih agencij, Koper, Ankaranska cesta 5B, 6000 Koper - Capodistria, Slovenia, Europe (hereinafter: "the company," "we," "us," or "our") is the owner and provider of <https://www.fortrans.si/en/> and its various sub-domains or related websites (hereinafter collectively referred to as: **the website** or **site**), in connection with which it processes certain website visitor information and personal data as a controller of personal data. One of the ways we do this is through the use of "cookie" technology, whereby small text files are stored on the visitor's computer. We use cookies only to read the information that was stored on your hard drive by the cookie that was placed in connection with our website or our partners websites, with the exact list of such cookies and their function given below.

1. General information about cookies

1.1. What are cookies?

"Cookies" are a technology used by modern websites to collect and store certain settings and technical information of the website visitor, with which it is possible to identify certain characteristics of an individual visitor. This information reveals, among other things, when and how visitors use the website and allows the company to continually improve its site. The use of cookies is a common and widespread practice of many modern websites.

The company can also use its own cookies and the cookies of its advertising partners to advertise its products and services to relevant visitors elsewhere on the Internet (i.e. not just on its own website), whereby the company does this only when granted the consent of an individual visitor to install **optional cookies** that are provided to the company by its advertising partners.

Agreeing to the installation of cookies can also offer you certain advantages as a visitor, such as saving your settings, filling out various forms with pre-prepared entries, better adaptation of the website to your device or your needs, etc.

2. Your permission to install cookies

When visiting our website a pop-up window shall notify you that with the exception of the installation of our **mandatory cookies, that are required for the normal operation of the website** (e.g. cookies for saving your settings, adjusting the display dimensions of the website to your device, etc.):

- installing **optional cookies** is only done after obtaining the visitors **express consent** (clicking on the "load optional cookies" button when visiting the website for the first time) and,
- is under the visitors **complete control**, since the visitor may also configure his browser in order to **restrict or disable the storage of cookies**,
- whereby the installed cookies can also be **removed at any time**, in accordance with the instructions below.

Do not click the buttons for installing individual types of cookies when visiting our website if you do not want cookies to be installed on your device when visiting our website. Should you wish to remove the cookies that might have been installed previously, please follow the procedure laid down below.

Removal or blocking of cookies may result in suboptimal operation of this website.

3. List of cookies used on the website

3.1. MANDATORY COOKIES

COOKIE ID	PROVIDER	EXPIRY	DESCRIPTION
/	/	/	/

3.2. OPTIONAL COOKIES

3.2.1. ANALYTICAL COOKIES

COOKIE ID	PROVIDER	EXPIRY	DESCRIPTION
_ga_RPCV0S5P0 B	Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, U.S.A. (service: Google Analytics) https://analytics.google.com/	1 year and 1 month	Sets a unique user ID that is needed to obtain further statistics on the use of the website by the user.
_ga	Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, U.S.A. (service: Google Analytics) https://analytics.google.com/	1 year and 1 month	Google Analytics uses it to verify the use of the API (application programming interface).
_ga_QZRMCDV 3NT	Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, U.S.A. (service: Google Analytics) https://analytics.google.com/	1 year and 1 month	Sets a unique user ID that is needed to obtain further statistics on the use of the website by the user.

3.2.2. ADVERTISING COOKIES

COOKIE ID	PROVIDER	EXPIRY	DESCRIPTION
/	/	/	/

3.2.3. SOCIAL NETWORK COOKIES

COOKIE ID	PROVIDER	EXPIRY	DESCRIPTION
_fbp	Meta Inc., 1601 S. California Ave, Palo Alto, CA 94304, U.S.A. (service: FB Pixel) https://www.facebook.com/policies/cookies/	3 months.	Facebook uses it to enable a variety of advertising products, such as ad space bidding.

4. Descriptions of individual services offered by our advertising partners

Google Analytics

Google Analytics is a web analytics service provided by Google Incorporated, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). The aforementioned service collects and stores data on our website for the purposes of creating usage profiles that are pseudonymized. These usage profiles are used to analyse visitor behaviour and are evaluated to improve and tailor the offer. Information for this purpose is obtained by our advertising partner, Google, which is also the provider of the cookies in question, including information about the time, location and frequency of visits to our website and the abbreviated IP address of the visitor. The following information is automatically sent to Google in the United States, whereby Google also stores it in accordance with its privacy policy, which can be accessed here: <https://policies.google.com/technologies/ads?hl=en-US>

In this case, the IP address of visitors from within member states of the European Union or in other contracting states of the Agreement on the European Economic Area is already being shortened by Google and thus being anonymised. Google may transfer this information to third parties if required by law or if third parties process this data on behalf of Google. However, Google does not claim to associate the IP address with any other data obtained by Google. The installation of the relevant cookies can be disabled by selecting the option to disagree with the installation of this type of cookie, when you are asked to offer your consent to analytical and other optional cookies. In this case, the site may not be fully functional for your use. The pseudonymised user profiles will not be merged with personal data about the bearer of the pseudonym without his explicit consent. In addition to the procedures mentioned at <https://www.shopamine.com/o-nas/piskotkil>, you have the right and the option to opt-out of data collection and data storage for the purpose of web analytics at any time with future effect by installing the Chrome browser add-on to disable Google Analytics: <https://support.google.com/analytics/answer/181881?hl=en>.

For more information about the terms of use and privacy relating to the services of Google Analytics, please visit <http://www.google.com/analytics/terms/> or <https://www.google.com/intl/en/policies/>.

Google Analytics for Remarketing

The Google Analytics tracking code implemented on this site has been enhanced with Remarketing for Google Display Advertising, a service that analyses user behaviour across the Google Display Network. With the help of this service various cookies (e.g. the Google AdWords cookie) documents your past visits to other sites whose providers have also joined the Google Display Network. Our AdWords ads use these analytical data in connection with search queries on Google Network sites, so that they may be more targeted, optimised, and promoted through ad settings. By analysing cookies from other providers (e.g. Google AdWords cookies) we can better tailor our online campaigns to our visitors and their interests. In particular, Google will use this information to provide and display advertising features, such as remarketing, generate reports on displayed ads, or create Google Analytics demographic and interest reports. Google will also transfer this information to third parties if required by law or if third parties process this data on behalf of Google.

This website uses the following Google AdWords features:

- re-advertising (remarketing)
- interest categories and categorisation by demographic characteristics (e.g., age, gender)
- similar audiences
- other types of interest-based advertising

We use these Google Adwords features to redirect visitors to this site from third-party websites or Internet users with specific interest profiles based on their internet usage. We do not collect personally identifiable information with our cookies, remarketing lists or other anonymous IDs.

If you do not want this, you can disable it through the Ads Preferences Manager or download the browser plugin available at <http://tools.google.com/dlpage/gaoptout?hl=en>.

For more information on the terms of use and processing of personal data, please visit:

https://support.google.com/analytics/answer/3450482?rel_topic=3413645&rd=1 or <http://www.google.com/intl/en/policies/privacy>.

Conversion measurement with Facebook Pixel

With your consent, we use the "visitor action pixel" which is provided to us by Facebook Inc. 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") on our website. In this way, the behaviour of users can be tracked after they have been redirected to our website by clicking on a Facebook ad. This process is designed to evaluate the effectiveness of Facebook advertisements for statistical and market research purposes and may help optimise future advertising efforts. The data collected are anonymous to us and as such do not provide us with any conclusions about the identity of the users. However, the data is stored and processed by Facebook in the manner specified at the link below: <https://www.facebook.com/policies/cookies/>.

In view of the above, it should be pointed out that Facebook has the capability to link the received data with the relevant user profile of the visitor, and that Facebook may also use the data for its own advertising purposes. By consenting to the use of said cookie, you enable Facebook and its affiliates to display ads on and off the Facebook website. It may then also be stored for these purposes as a cookie on your computer. Regarding the use of the visitor action pixel, consent may only be given by users who are older than 13 years of age.

If you are younger, we request that you ask your legal guardians for permission. If you do not wish for us to record your use of our offers through Facebook, you can prevent this by setting your browser settings accordingly. For more information, see the tips and cookie policy of Facebook: <https://www.facebook.com/policies/cookies/>

5. How to manage cookies?

You may choose which cookies to install through our cookie-pop-up. You can also control and change cookie settings in your own web browser.

In case you want to delete cookies from your device, we advise you to follow the described procedures, by doing so, you will most likely limit the functionality of not only our website but also most other websites, as the majority of modern websites use cookies.

For more information on cookie settings select the web browser you are using:

[Mozilla Firefox](#)

[Google Chrome](#)

[Internet Explorer 11](#)

[Internet Explorer 10](#)

[Internet Explorer 9](#)

[Internet Explorer 7 in 8](#)

[Safari](#)

[Opera](#)