



# Cookie Statement

Last updated: March 3, 2025

At Iver, we use cookies and similar technologies to ensure our website functions properly, enhance your user experience, and collect statistics. Additionally, we use cookies for marketing purposes, such as personalized advertisements via **Meta (Facebook) and LinkedIn**. In this cookie statement, we explain which cookies we use, why we use them, and how you can manage your preferences.

# 1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or smartphone) when you visit our website. They help us improve our website’s functionality and provide insights into its usage. Some cookies are necessary for the website to function, while others help analyze user behavior or serve marketing purposes.

# 2. Which Cookies Do We Use?

## A. Essential Cookies (Necessary)

These cookies are required for the website's basic functionality, such as navigation and security. Without these cookies, the website may not function correctly.

Cookie	Purpose	Retention Period
PHPSESSID	Maintains session data for proper functioning of contact forms	Until the end of session
cookiebanner	Remembers your cookie preferences	1 year

## B. Analytical Cookies (Statistics)

We use **Google Analytics** to collect anonymous statistics about the use of our website. This information helps us improve our website and tailor it to our visitors' needs.

Cookie	Purpose	Retention Period
_ga	Distinguishes users in Google Analytics	2 years
_gid	Tracks unique sessions in Google Analytics	24 hours
_gat	Limits the number of requests to Google Analytics	1 minute

*Google Analytics is configured in a privacy-friendly manner: IP addresses are anonymized, and data is not shared with third parties.*

## C. Marketing and Tracking Cookies

Iver uses **marketing and tracking cookies from Meta (Facebook) and LinkedIn Ads** to show targeted advertisements to visitors who have shown interest in our services. These cookies help us display more relevant ads and measure the effectiveness of advertising campaigns.

Cookie	Platform	Purpose	Retention Period
_fbp	Meta (Facebook)	Remarketing & ad optimization	90 days
fr	Meta (Facebook)	Tracks users across websites for ads	90 days
li_fat_id	LinkedIn Ads	Tracking and conversion measurement	30 days
li_g	LinkedIn Ads	Identifies users and sessions	90 days





*These cookies may track visitors across different websites and tailor ads based on their behavior and interests.*

### 3. How Can You Manage or Disable Cookies?



You can change your cookie preferences at any time via the **cookie settings** on our website. Additionally, you can delete or block cookies via your browser settings. Please note that some parts of the website may not function properly if certain cookies are disabled.

#### Disabling Cookies via Your Browser

Here are guides for popular browsers:

-  [Google Chrome](#)
-  [Mozilla Firefox](#)
-  [Microsoft Edge](#)
-  [Safari](#)

Additionally, you can manage your ad preferences via Meta and LinkedIn settings:

-  [Meta \(Facebook\) Ad Settings](#)
-  [LinkedIn Ad Settings](#)

### 4. Changes to This Cookie Statement

We reserve the right to modify this cookie statement, for example, if we introduce new cookies. The most up-to-date version is always available on this page.

For any questions about our cookie policy, you can contact us at [info@iverwind.com](mailto:info@iverwind.com).