

COOKIE POLICY FOR ZAGREB SCHOOL OF ECONOMICS AND MANAGEMENT

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This is the Cookie Policy for Zagreb School of Economics and Management (ZSEM), accessible from www.zsem.hr.

What Are Cookies?

Cookies are small text files that are placed on your computer or mobile device when you visit a website. They are commonly used by website owners to make their sites work more efficiently and to provide reporting information.

How We Use Cookies

We use cookies on our website to improve your experience and to analyze how our website is used. We use cookies for the following purposes:

- To provide you with a better user experience
- To improve the performance and functionality of our website
- To personalize your experience on our website
- To analyze how our website is used and to measure the effectiveness of our marketing campaigns
- To comply with legal obligations
- Types of Cookies We Use

We use different types of cookies on our website, including:

Strictly Necessary Cookies: These cookies are essential for our website to function properly and cannot be turned off in our systems. They are usually set in response to actions you take on our website, such as filling out forms or selecting privacy preferences. Without these cookies, certain parts of our website may not function properly.

Performance and Analytics Cookies: These cookies allow us to measure and analyze how our website is used, including how visitors navigate our website and which pages are visited most often. This information helps us to improve the performance and functionality of our website.

Functional Cookies: These cookies allow our website to remember your preferences and to provide you with personalized content and features. They may also be used to provide you with relevant advertising on our website.

Targeting and Advertising Cookies: These cookies may be set by our advertising partners to display personalized ads on our website or on other websites you visit. They may also be used to measure the effectiveness of our marketing campaigns.

Third-Party Cookies

We use third-party cookies on our website, including cookies from Google Analytics and Google AdWords, to analyze how our website is used and to measure the effectiveness of our marketing campaigns. These cookies may collect information about your use of our website, including your IP address, browser type, and operating system. For more information about how Google uses cookies, please refer to their privacy policy.

Your Choices Regarding Cookies

You can choose to accept or decline cookies on our website. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. Please note that if you choose to decline cookies, some parts of our website may not function properly.

More Information

For more information about cookies and how to manage them, please visit www.allaboutcookies.org.

Contact Us

If you have any questions about our use of cookies, please contact us at info@zsem.hr.