



Luxra Cookie Policy

This cookie policy forms part of the Privacy Policy of Luxra International B.V. and Luxra Storage Solutions B.V. ("LUXRA", "we"). Here we explain what cookies are, which cookies we use, and how you can manage your preferences.

1. What are cookies?

Cookies are small text files stored on your computer, tablet, or smartphone when you visit a website. They help websites to:

- Remember your preferences,
- Improve your user experience,
- Collect statistics about website usage,
- Display personalized content and advertisements.

2. What types of cookies do we use?

We use different types of cookies, each serving a specific purpose:

2.1 Functional cookies (strictly necessary).

Purpose: Essential for the basic functionality of the website,

Legal basis: These cookies are necessary; no consent required,

Retention period: Session to 1 year.

Cookie name	Provider	Purpose	Retention period
PHPSESSID	luxra.ch	Maintains user session between pages	Session
cookie_consent	luxra.ch	Remembers your cookie preferences	1 year
language_preference	luxra.ch	Remembers your language preference	1 year

These cookies cannot be disabled without the website ceasing to function properly.

2.2 Analytical/performance cookies.

Purpose: Collection of anonymous statistics about website usage to improve the site.

Legal basis: Consent required (art. 11.7a Dutch Telecommunications Act / GDPR).

Retention period: Maximum 26 months

Cookie name	Provider	Purpose	Retention period
_ga	Google Analytics	Distinguish unique users	2 years
_gid	Google Analytics	Distinguish unique users	24 hours
_gat	Google Analytics	Throttle request rate	1 minute

Anonymization: We have configured Google Analytics with:

- IP anonymization (last octet masked),
- Data sharing with Google disabled,
- No use of User-ID tracking.

Opt-out: You can refuse analytical cookies via our cookie banner or install the [Google Analytics Opt-out Browser Add-on](#).

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2.3 Marketing/tracking cookies

Purpose: Personalized advertisements and remarketing.

Legal basis: Consent required.

Retention period: Maximum 2 years.

Cookie name	Provider	Purpose	Retention period
_fbp	Facebook Pixel	Tracking for Facebook advertisements	90 days
_fr	Facebook	Advertisement targeting	90 days
IDE	Google DoubleClick	Advertisement targeting and frequency	1 year
LinkedIn	LinkedIn Insight Tag	B2B remarketing	1 year

These cookies may also be active on external websites (third-party cookies) to track your browsing behavior.

Opt-out options:

- Refuse marketing cookies via our cookie banner,
- Use [Your Online Choices](#) for centralized opt-out,
- Disable tracking in your browser settings.

2.4 Functional cookies (non-essential).

Purpose: Enhance user experience (not strictly necessary),

Legal basis: Consent required,

Retention period: Variable.

Cookie name	Provider	Purpose	Retention period
Chatbot Cookie	Intercom/Zendesk	Remember customer communications	1 year
Video Cookies	YouTube/Vimeo	Play embedded videos	1 year

3. Third-party cookies

Some cookies are placed by external parties when you visit our website:

External party	Purpose	Privacy policy
Google Analytics	Website analysis	privacy policy
Google DoubleClick	Advertisements	privacy policy
Facebook	Social media and advertisements	privacy policy
YouTube	Embed videos	https://safety.google/principles/

Please note: These parties may also use your data for their own purposes. Read their privacy policies for more information.

4. How can you manage cookies?

You have several options to manage cookies:

4.1 Via our cookie banner.



Upon your first visit to our website, a cookie banner appears where you can choose:

- Accept all: All cookies will be placed,
- Essential cookies only: Only necessary cookies,
- Adjust settings: Choose per category.

You can change your preferences at any time via the "Cookie Settings" link at the bottom of each page.

4.2 Via your browser.

All browsers offer the ability to manage cookies:

- Chrome:
Settings > Privacy and security > Cookies and other site data
- Firefox:
Settings > Privacy and security > Cookies and site data
- Safari:
Preferences > Privacy > Cookies and website data
- Edge:
Settings > Cookies and site permissions

Please note: If you disable all cookies, some website features may no longer function correctly.

4.3 Via external opt-out tools.

- [Your Online Choices](#) - Opt-out for behavioural advertising,
- [Google Ads Settings](#) - Opt-out for Google advertisements,
- [Facebook Ad Preferences](#) - Opt-out for Facebook advertisements.

5. Do Not Track (DNT)

We respect the "Do Not Track" browser setting. If you have enabled DNT, we will not place tracking cookies without your explicit consent.

6. Local storage and other tracking technologies

In addition to cookies, we may also use other technologies:

6.1 Local Storage / Session Storage.

Modern websites can store data in your browser's "local storage":

- Purpose: Faster loading times, offline functionality,
- Retention period: Until you clear browser history,
- Privacy: No automatic transmission to servers.

6.2 Web beacons / Pixel tags.

Invisible 1x1 pixel images that can be used to:

- Track email opens (newsletters),
- Measure conversions,
- Analyze advertising effectiveness.

These are used in combination with third-party cookies (Facebook Pixel, Google Analytics).

6.3 Fingerprinting.

We do not use browser fingerprinting techniques.

7. Cookies in emails



Our marketing messages (newsletters) may contain tracking pixels to measure:

- Whether you have opened the email,
- Which links you have clicked.

You can prevent this by:

- Disabling images in emails,
- Unsubscribing from the newsletter.

8. Social media plug-ins

Our website may contain social media buttons (Facebook, LinkedIn, Twitter/X):

- Please note: These may register your visit, even if you do not click the button,
- Privacy: See the privacy policy of the respective social media platform,
- Control: Log out of social media or use a privacy mode to limit tracking.

9. Updates to this cookie policy

We may amend this cookie policy in case of:

- Changes in cookies used,
- New legislation,
- Technological developments.

Please check this page regularly for updates. The date of last modification is shown at the bottom of this document.

10. More information

For more information about cookies in general:

- [Dutch Authority for Consumers and Markets \(ACM\)](#) - Dutch telecommunications regulator,
- [Dutch Consumers' Association on cookies](#),
- [All About Cookies](#) - Comprehensive explanation of cookies.

11. Questions?

Do you have questions about our use of cookies?

Luxra International B.V. / Luxra Storage Solutions B.V.

Email: info@luxra.ch

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Address: Schoterlandseweg 45, NL-8451 KA Oudeschoot, The Netherlands

This cookie policy complies with the ePrivacy Directive (Cookie Law), the Dutch Telecommunications Act (art. 11.7a), and the GDPR, and was last updated on 01-10-2025.