

Cookie Policy

Balkan Prime Trade doo

Effective date: **18 August 2026**

1. About this Cookie Policy

This Cookie Policy explains how Balkan Prime Trade doo ("Balkan Prime Trade", "we", "us", or "our") uses cookies and similar technologies on <https://www.balkanprimetrade.com>.

This Policy should be read together with our Privacy Policy.

2. What are cookies?

Cookies are small data files that a website may store on or read from your browser or device. Websites may also use similar technologies, including local storage, session storage, pixels, tags, and other browser identifiers. In this Policy, we use the term "cookies" to refer to cookies and similar technologies where appropriate.

3. Why we use cookies

Depending on your choices and the website configuration, we may use cookies and similar technologies to:

- provide core website functionality;
- remember and maintain your cookie-consent choices;
- protect forms and the website from spam or abuse;
- understand website traffic and performance;
- measure how visitors use the website; and
- improve the website and user experience.

We do not use advertising or behavioural-targeting cookies at launch. If marketing or advertising technologies are introduced in the future, this Cookie Policy and the consent mechanism will be updated before they are enabled.

4. Cookie categories

4.1 Strictly necessary technologies

Strictly necessary cookies or similar technologies are required for the website to operate, maintain security, process user choices, or provide functionality specifically requested by the user. They may include technologies used for security, form processing, website functionality, and storing cookie-consent preferences.

4.2 Analytics cookies

Analytics cookies help us understand how visitors use the website, such as which pages are viewed and how users interact with the site. Google Analytics 4 is used for website analytics. Analytics technologies are activated only in accordance with your consent choices where consent is required.

4.3 Preference cookies

The website may use limited browser storage or cookies to remember user or interface preferences where such functionality is enabled.

4.4 Marketing / advertising cookies

We do not plan to use marketing or advertising cookies at launch. Any future introduction of such technologies will be subject to appropriate notice and consent requirements.

5. Cookies and technologies used

The website uses the following technologies to support consent management and analytics:

Provider / technology	Cookie / storage item	Purpose	Category
Balkan Prime Trade / consent mechanism	Consent preference storage	Stores and remembers your cookie choices so the website can respect your preferences.	Strictly necessary
Google Analytics 4	<code>_ga</code>	Used to distinguish browser instances for analytics purposes.	Analytics
Google Analytics 4	<code>_ga_*</code>	Used to maintain analytics session and state information associated with the Google Analytics property.	Analytics

Cookie names, durations, and other technical details may vary depending on the browser, website configuration, and the applicable Google Analytics implementation.

6. Google Analytics 4

We use Google Analytics 4 (“GA4”) to understand website usage and performance. Our Google Analytics Measurement ID is **G-1MVX1CXNEE**.

Analytics technologies are not activated before the visitor has made the applicable consent choice. If you reject non-essential cookies, analytics technologies remain disabled.

When enabled, GA4 may collect information such as page views, interactions, approximate geographic information, device and browser information, referring information, and other technical information used to measure website performance.

7. Google Tag Manager

Google Tag Manager is not used on the website.

8. Google reCAPTCHA and form security

Google reCAPTCHA is not used on the website. The website may use other technical measures to protect forms and website functionality from spam, abuse, or malicious activity.

9. Your cookie choices

When you first visit the website, you are presented with a cookie consent interface that allows you to make choices about non-essential cookies.

- **Accept all** — permits the use of analytics technologies subject to the applicable settings.
- **Reject non-essential** — keeps non-essential analytics technologies disabled.
- **Manage settings** — allows you to review and control available optional cookie categories.

You can change or withdraw your choice at any time through the **Cookie Settings** link available in the website footer.

Withdrawing consent does not affect the lawfulness of processing carried out before the withdrawal.

10. Browser controls

Most browsers allow you to block or delete cookies through browser settings. Blocking all cookies may affect website functionality. Browser-level controls operate separately from the consent choices provided on our website.

11. Third-party services

The website uses third-party services where necessary to provide analytics, hosting, communications, or other website functionality. Third-party services may process information in accordance with their own privacy terms.

The website includes a link to Balkan Prime Trade's LinkedIn company page. A normal link to LinkedIn does not by itself mean that LinkedIn tracking technology is installed on the website.

12. Changes to this Cookie Policy

We may update this Policy if we change our website technologies, service providers, or legal requirements. The current version will be published on this page with the effective date shown above.

13. Contact

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