



URBAN BIKE

FESTIVAL

Cookie Policy

This website www.urbanbikfestival.ch uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, we are able to provide you with a better experience and to improve this Website by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of our Cookie Policy is deemed to occur if you continue using this Website or when you press the "OK" button on Our Cookie Policy footer bar. If you do not agree to our Cookie Policy, please stop using this Website immediately.

Definitions and Interpretation

In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

"Cookie"	means a small file placed on your computer or device by this Website when you visit certain parts of this Website and/or when you use certain features of this Website
"Cookie Law"	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation ("GDPR") and the Swiss Data Protection Act ("DPA")
"personal data"	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by the DPA and/or GDPR
"we/us/our"	means BikeDays.ch GmbH, a Swiss company whose registered address is BikeDays.ch GmbH, Eidmattstrasse 14, 8032 Zürich

Information about us

This Website is owned and operated by BikeDays.ch GmbH. We can be contacted at info@urbanbikfestival.ch.

How does this Website use Cookies?

This Website may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of this Website and to provide and improve our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times. By using this Website, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than us. Third party Cookies are used on this Website for e.g. advertising services. For more details, please see below.



URBAN BIKE

FESTIVAL

What Cookies does this Website use?

The following Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
Google Analytics; _ga _gid _gat	Google Analytics offers a host of compelling features and benefits for everyone from senior executives and advertising and marketing professionals to site owners and content developers; Identification of user.	Google Inc.	Yes
AdRotate	AdRotate is used to place advertising banners on our website. It measures how many impressions our adverts have, monitors advert groups and shows which are the most effective.	Arnan de Gans	Yes
Facebook Pixel	The Facebook pixel is an analytics tool that helps measure the effectiveness of used advertisements. It can be used to understand the actions people are taking on our website and reach audiences we care about.	Facebook Inc.	Yes

This Website uses analytics services provided by Google. This Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how this Website is used. This, in turn, enables us to improve this Website and the services offered through it. You do not have to allow Us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of this Website, it does enable us to continually improve this Website, making it a better and more useful experience for you.

Consent and Control

Before Cookies are placed on your computer or device, you will be shown our Cookie Policy in a bottom bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of this Website may not function fully or as intended. In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

Changes to this Cookie Policy

We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of this Website after the changes have been made. You are therefore advised to check this page from time to time. In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

Further Information

If you would like to know more about how we use Cookies, please contact us at info@urbanbikefestival.ch.