

COOKIE POLICY

This Cookie Policy explains the use of cookies and similar technologies on the Essensaciones GmbH website. The configuration should comply with applicable Swiss law and, where relevant for visitors from Liechtenstein or the EEA, the corresponding European requirements.

1. What are cookies?

Cookies and similar technologies make it possible to store or read information on a visitor's device. Some are necessary for requested functions; others are used for analytics, marketing or other non-essential purposes.

2. Identified services and categories

Service	Category	Purpose / notes
WooCommerce	Necessary / functional	Shopping cart, session and purchasing functions. During a purchase, customer-provided data required to manage the transaction are processed.
Ultimate Member	Necessary / functional	Registration, login and user management for user functions and WooCommerce.
SumUp Payment Gateway for WooCommerce	Required for payment	Connection to the payment gateway and payment processing. According to the technical information provided, SumUp may process encrypted personal information required for the transaction; not for advertising or analytics.
MonsterInsights / Google Analytics	Analytics	General measurement and analysis of website use. These technologies must remain blocked until the visitor provides the applicable consent.
OptinMonster	Marketing / non-essential functional	Campaign management and remembering whether a campaign was displayed, closed or interacted with. Activation must follow the visitor's choice.
Click to Chat / WhatsApp	External service	According to the technical information provided it does not use cookies, but data are sent and received through WhatsApp when the feature is used.
Google Maps	Pending technical verification	It must be checked whether Google Maps content is embedded. If loading it transmits data or deploys non-essential technologies, it must remain blocked until the applicable choice or consent.

3. Consent and settings

Strictly necessary technologies may be used to provide functions requested by the user. Non-essential technologies, particularly analytics and marketing technologies, must remain blocked until the applicable choice or consent. The consent manager should offer Accept, Reject and Configure and allow users to change or withdraw their choice easily afterwards.

4. Third-party services

When certain services are used, data may be communicated to external providers, including Google, Meta/WhatsApp or SumUp depending on the function. This information should remain aligned with the Privacy Policy.

5. Google Maps

The Google Maps integration still requires technical verification. If Google Maps is embedded and loading it transmits data or activates non-essential technologies, it must not load before the applicable choice or consent.

6. Changing or withdrawing consent

Visitors must be able to reopen cookie settings and easily change or withdraw their choice or consent.

7. Updates

This policy should be reviewed whenever plugins, services, purposes or the cookies actually used change. After installing the consent manager, the actual technical cookie list should be checked and this document adjusted if necessary.

8. Controller and contact

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