

Cookie Policy

Data Controller: Bosnalijek d.d.

53 Jukićeva Street
71000 Sarajevo

The privacy of website visitors and users when using www.bosnalijek.ba is very important to us. This Cookie Policy governs the use of cookies and cookie-related technologies when using the above website.

The purpose of this Cookie Policy is to provide users and visitors with information on what cookies are, which types of cookies Bosnalijek uses and for what purposes, which data are collected through related technologies, how visitors may manage cookie settings, which rights users have in relation to data processing through cookies, and how to contact Bosnalijek d.d. regarding these matters.

I. Definition of cookies and other relevant terms

Definition of cookies

Cookies are small text files stored on devices when a user visits a website. They enable a website to recognise your browser or device, remember certain settings, provide specific functionalities and collect information about how the website is used. In addition to cookies, Bosnalijek.ba may use other related technologies, including SDKs, pixels, web beacons, local storage and similar tools used for purposes comparable to those of cookies, particularly website operation, analytics, security, personalisation and advertising. Cookies may be:

- **session cookies**, which are deleted when the browser is closed; and
- **persistent cookies**, which remain stored on the device after the session has ended, in accordance with their retention period.

Definition of scripts

A script is a piece of program code used to ensure the proper and interactive functioning of a website. This code is executed on Bosnalijek's server or on the user's device.

Definition of a web beacon

A web beacon (or pixel tag) is a small, invisible piece of text or image on a website used to track website traffic. To achieve this, various user data are stored by means of web beacons.

II. Categories of cookies and related technologies

1. Strictly necessary cookies

These cookies are required for the website's basic operation and cannot be disabled if a visitor wishes to access its core functionalities. Among other things, they enable secure login, the technical operation of the website, system stability and essential security functions.

2. Functional cookies

These cookies remember choices and settings made during the first visit so that subsequent visits to the website are easier and more closely tailored to the user's preferences.

3. Analytics cookies and tools

These cookies and tools help Bosnalijek understand how users use the website, which functionalities are used, which pages and content are visited most frequently, and how to improve the service and user experience. Data are processed in a manner that does not allow users to be directly identified, although certain technical identifiers may enable an individual user or device to be distinguished.

4. Marketing and advertising cookies

These cookies and tools enable personalised advertisements, offers and notifications to be displayed on the basis of your interactions and technical identifiers associated with your device or user profile/ID. They may also be used for remarketing and to measure the effectiveness of advertising campaigns.

III. Data that may be collected through cookies and related technologies

When the website is used, Bosnalijek and Bosnalijek's contractual partners may collect certain data through cookies and related technologies, including in particular:

- platform usage data;
- device and browser data;
- IP address;
- online identifiers;
- session ID;
- data on interactions with content and advertisements;
- settings and preferences; and
- other technical data required for operation, analytics and improvement of the service.

Depending on the type of technology used and the purpose of processing, data collected through cookies and related technologies may be associated with a user profile, user ID or other technical identifiers.

IV. Purpose of using cookies and related technologies

Cookies and related technologies may be used to:

- ensure website functionality;
- prevent misuse and strengthen security;
- personalise content, advertisements, offers and notifications;
- conduct remarketing;
- remember selected settings and choices;
- analyse platform use and measure the performance of content and advertisements;
- improve the user experience.

Depending on the specific purpose, data processing through cookies and related technologies is based on the necessity of ensuring the website's proper operation and provision of the service, Bosnalijek's legitimate interests where the statutory conditions are met, or the user's consent where consent is required.

Within the privacy centre or cookie settings, users may be shown additional, more detailed purposes of processing relating to the storage of and/or access to information on a device, personalisation of content and advertisements, measurement of content and advertisements, audience research, service development, and other specific purposes in accordance with the technical configuration of the consent management system.

V. All about cookies

You can read about cookie categories and find further information at the following link: <https://allaboutcookies.org/>

VI. Partners and third parties

Third-party content may be integrated into Bosnalijek.ba. In such cases, third parties may place their own cookies or use related technologies in accordance with their privacy and cookie policies. We recommend that you also review those third parties' privacy policies. Depending on your privacy settings and the consent given where required, the analytics partners with whom we cooperate may use cookies, SDKs and other related technologies. This may currently include, for example: Google Analytics, Dotmetrics (Ipsos), Google (Google Ads), Meta Platforms (Meta Pixel), and Google Tag Manager as a technical tool for managing and loading tags, which does not itself place measurement cookies.

VII. Transfers of data to other countries or international organisations

Where required for the use of certain analytics, marketing or other technical tools and services, data collected through cookies and related technologies may be transferred to recipients in other countries or international organisations. In such cases, Bosnalijek ensures that the transfer is carried out in accordance with applicable personal data protection legislation and subject to appropriate safeguards.

Additional information on the safeguards applied and related systems, and on how to obtain a copy of them or learn where they have been made available, may be requested using the contact details provided at the end of this Policy.

VIII. Managing cookies and privacy settings

Users may at any time grant or refuse consent for analytics and marketing cookies and related technologies, or subsequently change their preferences, by clicking the cookie icon in the lower right-hand corner. Please note that if consent is refused, certain parts of the website may not function properly or certain functionalities may be unavailable.

Each user may change their choice regarding the settings at any time.

IX. Users' rights in relation to data processing through cookies

In accordance with applicable personal data protection legislation, each user has the right to request access to their personal data, rectification of inaccurate data, erasure of data, restriction of processing and data portability, and to object to processing where the statutory conditions are met.

If Bosnalijek, as the data controller, processes personal data for direct marketing purposes, including profiling related to such marketing, the user has the right to object to such processing at any time.

Thereafter, Bosnalijek will no longer process the data for those purposes. Where processing is based on consent, the user may withdraw consent at any time.

Each user may object to processing by emailing: sluzbenikzzlp@bosnalijek.ba.

Bosnalijek will act on the request without undue delay and no later than 30 days after receiving it. In the event of complexity or a large number of requests, this period may be extended by a further 60 days; the user will be informed of the extension before the initial 30-day period expires and will be given the reasons for it. The user has the right at any time to lodge a complaint with the Personal Data Protection Agency of Bosnia and Herzegovina.

X. How to contact us regarding the Cookie Policy

For all questions, requests and comments concerning the use of cookies and related technologies, as well as the processing of your personal data through such technologies, you may contact us using the data controller's contact details above. Email for questions regarding data protection/cookies: sluzbenikzzlp@bosnalijek.ba

XI. Amendments to the Cookie Policy

Bosnalijek may amend this Cookie Policy at any time when it considers this necessary, without prior notice or the consent of third parties. We therefore advise users to review the current version of the Cookie Policy periodically.