Cookie Policy

We are committed to ensuring that visitors enjoy a reliable and user-friendly experience while browsing the https://alicaschmidt.de website (the “Website”). To achieve this, the Website uses cookies and similar technologies on your device.

Cookies are small text files stored on your device when you access the Website. They enable the Website to recognize your browser during future visits, remember selected preferences and improve functionality.

We use first-party cookies, third-party cookies, and persistent cookies. First-party cookies are set directly by us. Third-party cookies are placed by external service providers acting on our behalf, mainly for analytics purposes. Persistent cookies remain until their predefined expiry date or until are deleted by the user.

The legal basis for processing personal data collected through cookies depends on the purpose of the relevant cookie.

For cookies that are strictly necessary for the operation and security of the Website, processing is based on our legitimate interest in ensuring the proper functioning of the Website (Article 6(1)(f) GDPR). These cookies cannot be disabled through the Website.

Optional cookies used for analytics or enhanced functionality are activated only after you provide your explicit consent (Article 6(1)(a) GDPR). During your first visit you may manage your preferences through the cookie banner. Refusing optional cookies does not prevent access to the Website, although certain features may be unavailable.

Cookies used on the Website

1. **cookies-accepted**
    - **Set by:** The Website (first-party),
    - **Purpose:** Records the visitor's cookie consent choice so the site remembers whether non-essential cookies (Google Analytics) are allowed on future visits.
    - **Data collected:** A single category identifier — either all (visitor accepted all cookies) or essential (visitor accepted essential-only). No personal data.
    - **How/when:** Set the moment the visitor clicks "Accept all cookies " or "Essential cookies only" on the consent banner. Read on every page load to decide

whether Google Analytics may load. Not set until the visitor interacts with the banner.

- **Retention: 1 year** (365 days, persistent cookie).
- **Category:** The consent record itself is required to remember the choice and keep the banner hidden.

2. **preferred-language**
   - **Set by:** The Website (first-party),
   - **Purpose:** Stores the currently selected language so the visitor stays on their chosen version (EN/DE) across visits.
   - **Data collected:** A language tag — either en or de.
   - **How/when:** Set whenever the visitor switches language via the dropdown, and when they first arrive at / with a German browser (then redirected to /de/).
   - **Retention: 1 year** (365 days, persistent cookie).
   - **Category:** Essential / functional.
3. **_ga**
   - **Set by:** Google Analytics (gtag.js, measurement ID G-7QQFDBJV6W)
   - **Purpose:** Statistical — distinguishes unique users for analytics reporting.
   - **Data collected:** A **random client identifier** (e.g. GA1.1.<random>.<timestamp>). It does **not** collect a language tag.
   - **Recipient:** Google Ireland Limited (standard GA4 first-party cookie, data processed by Google).
   - **Retention: 2 years** (GA4 default).
   - **Category:** Analytics / non-essential / optional
4. **_ga_G-7QQFDBJV6W**
   - **Set by:** Google Analytics (GA4)
   - **Purpose:** Maintains Google Analytics **session/state** for the GA4 measurement stream (stores a session identifier and state).
   - **Data collected: Session state** (session ID + timestamps), **not** a language tag.

- **Recipient:** Google Ireland Limited.
- **Retention: 2 years** (GA4 default).
- **Category:** Analytics / non-essential / optional

Privacy information

The controller of personal data collected through cookies is Alica Schmidt. Further information regarding the processing of personal data is available in the Privacy Policy at https://alicaschmidt.de/terms.

Managing your cookie preferences

You may change or withdraw your consent for optional cookies at any time through the Website Settings. Withdrawal of consent does not affect the lawfulness of processing carried out before consent was withdrawn.