Cookie Policy

Last Updated: November 8, 2025

1. Introduction

This Cookie Policy explains how Oleksandr Potapenko ("we," "us," or "our") uses cookies and similar technologies on oleksandrpotapenko.com (the "Website"). This policy should be read in conjunction with our Privacy Policy.

By using our Website, you consent to the use of cookies in accordance with this Cookie Policy. You can manage your cookie preferences as described in Section 7 below.

2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, tablet) when you visit a website. Cookies are widely used to make websites work more efficiently and provide information to website owners.

2.1 Types of Cookies by Lifespan

Session Cookies: Temporary cookies that expire when you close your browser.

Persistent Cookies: Cookies that remain on your device for a set period or until you delete them.

2.2 Types of Cookies by Origin

First-Party Cookies: Set by the website you are visiting.

Third-Party Cookies: Set by external services or partners integrated into the website.

3. How We Use Cookies

We use cookies for the following purposes:

3.1 Strictly Necessary Cookies

Purpose: Essential for website functionality and security.

Examples:

- Authentication and session management

- Security features and fraud prevention
- Load balancing and performance
- Cookie consent preferences

Legal Basis: Legitimate interest (essential for service provision)

Retention: Session or up to 1 year

Consent Required: No (these cookies are exempt under most regulations)

3.2 Performance and Analytics Cookies

Purpose: Help us understand how visitors interact with our Website.

Examples:

- Google Analytics (anonymized IP)
- Page performance monitoring
- User behavior analysis
- Traffic source tracking

Information Collected:

- Pages visited and time spent
- Browser and device information
- Geographic location (country/city level)
- Referral sources

Legal Basis: Consent (where required) or legitimate interest

Retention: Up to 26 months

Consent Required: Yes (under GDPR/ePrivacy)

3.3 Functionality Cookies

Purpose: Remember your preferences and enhance user experience.

Examples:

- Language preferences
- Display settings
- Accessibility options
- Form data retention

Legal Basis: Consent or legitimate interest

Retention: Up to 12 months

Consent Required: Generally yes (unless strictly necessary for requested service)

3.4 Marketing and Advertising Cookies

Purpose: Deliver relevant content and measure campaign effectiveness.

Examples:

- LinkedIn Insight Tag
- Remarketing pixels
- Conversion tracking
- Social media integration

Information Collected:

- Advertisement interaction
- Conversion events
- Cross-site tracking for remarketing

Legal Basis: Explicit consent

Retention: Up to 2 years

Consent Required: Yes (strict consent requirement)

4. Specific Cookies Used

Below is a detailed list of cookies currently used on our Website:

4.1 Essential Cookies

Cookie Name	Provider	Purpose	Duration	Type
cookie_consent	oleksandrpotapenko.com	Stores cookie consent preferences	1 year	First-party
session_id	oleksandrpotapenko.com	Session management	Session	First-party
csrf_token	oleksandrpotapenko.com	Security (CSRF protection)	Session	First-party

4.2 Analytics Cookies

Cookie Name	Provider	Purpose	Duration	Type
_ga	Google Analytics	Distinguish users	2 years	Third-party
_gid	Google Analytics	Distinguish users	24 hours	Third-party
_gat	Google Analytics	Throttle request rate	1 minute	Third-party

4.3 Functionality Cookies

Cookie Name	Provider	Purpose	Duration	Type
lang_pref	oleksandrpotapenko.com	Language preference	1 year	First-party
display_mode	oleksandrpotapenko.com	Display preferences	6 months	First-party

4.4 Marketing Cookies

Cookie Name	Provider	Purpose	Duration	Type
li_sugr	LinkedIn	LinkedIn Insight Tag	90 days	Third-party
bcookie	LinkedIn	Browser identification	1 year	Third-party
lidc	LinkedIn	Routing	24 hours	Third-party

5. Similar Technologies

In addition to cookies, we may use similar technologies:

5.1 Web Beacons (Pixels)

Small, transparent image files embedded in web pages or emails to track user behavior and email opens.

5.2 Local Storage

Browser storage that allows websites to store data locally on your device, with larger capacity than cookies.

5.3 Server Logs

Automatically recorded information about your visit, including IP address, browser type, and pages accessed.

5.4 Device Fingerprinting

Collection of device and browser characteristics to create a unique identifier (we use this only for fraud prevention).

6. Third-Party Services

We use the following third-party services that may set cookies:

6.1 Google Analytics

Purpose: Website analytics and performance monitoring
Data Collected: Anonymized usage data

Privacy Policy: https://policies.google.com/privacy
Opt-Out: https://tools.google.com/dlpage/gaoptout

6.2 LinkedIn

Purpose: Professional networking integration and marketing
Data Collected: Professional profile data, engagement
Privacy Policy: https://www.linkedin.com/legal/privacy-policy
Opt-Out: LinkedIn account settings

6.3 Content Delivery Networks (CDN)

Purpose: Fast and reliable content delivery
Data Collected: Technical data for optimization

7. Managing Your Cookie Preferences

You have several options to control cookies:

7.1 Cookie Consent Banner

When you first visit our Website, you can accept or decline non-essential cookies through our consent banner. You can change your preferences at any time by clicking the "Cookie Settings" link in the website footer.

7.2 Browser Settings

Most web browsers allow you to:

- View and delete cookies
- Block third-party cookies
- Block all cookies
- Delete cookies when you close your browser

Browser-Specific Instructions:

- **Chrome**: Settings > Privacy and security > Cookies and other site data
- **Firefox**: Options > Privacy & Security > Cookies and Site Data
- **Safari**: Preferences > Privacy > Cookies and website data
- **Edge**: Settings > Cookies and site permissions > Cookies and site data

Note that blocking all cookies may affect website functionality.

7.3 Opt-Out Tools

Google Analytics Opt-Out: Install the Google Analytics Opt-out Browser Add-on
Download: https://tools.google.com/dlpage/gaoptout

Network Advertising Initiative: http://www.networkadvertising.org/choices/
Digital Advertising Alliance: http://www.aboutads.info/choices/
European Interactive Digital Advertising Alliance:
http://www.youronlinechoices.eu/

7.4 Mobile Devices

iOS: Settings > Privacy > Tracking (Disable "Allow Apps to Request to Track")
Android: Settings > Google > Ads > Opt out of Ads Personalization

8. Do Not Track Signals

Some browsers have a "Do Not Track" (DNT) feature that signals websites you visit that you do not want your online activity tracked. Currently, there is no universal standard for how websites should respond to DNT signals. Our Website does not currently respond to DNT signals, but we respect your cookie preferences set through our consent management system.

9. Impact of Blocking Cookies

Blocking or deleting cookies may impact your experience on our Website:

Essential Cookies: Website may not function properly
Performance Cookies: We cannot improve website performance based on usage data
Functionality Cookies: Your preferences may not be saved
Marketing Cookies: You may see less relevant content

10. Updates to This Cookie Policy

We may update this Cookie Policy to reflect changes in our practices, technologies, or legal requirements. Updates will be posted on this page with a new "Last Updated" date.

For material changes, we will:

- Notify you through our cookie consent banner
- Request renewed consent where required by law

11. International Transfers

Some cookies and tracking technologies involve data transfers to countries outside Switzerland and the European Economic Area (EEA). We ensure appropriate safeguards are in place for such transfers, as described in our Privacy Policy.

12. Children's Privacy

Our Website is not directed to children under 18. We do not knowingly use cookies to collect information from children. If you believe a child has provided information through our Website, please contact us immediately.

13. Your Rights

You have rights regarding your personal data processed through cookies, as described in our Privacy Policy, including:

- Right of access
- Right to rectification
- Right to erasure
- Right to object to processing
- Right to lodge a complaint with supervisory authorities

14. Contact Information

For questions about our use of cookies or this Cookie Policy, please contact:

Oleksandr Potapenko
Email: oleksandr@potapenko.email
Address: Zürich, Switzerland

15. Supervisory Authorities

Switzerland:
Federal Data Protection and Information Commissioner (FDPIC)
https://www.edoeb.admin.ch/en

European Union:
Find your local data protection authority at:
https://edpb.europa.eu/about-edpb/board/members_en

Quick Reference: Cookie Management

Accept All Cookies: Click "Accept All" on the consent banner
Reject Non-Essential: Click "Reject All" or customize preferences
Change Preferences: Click "Cookie Settings" in the website footer
Browser Settings: Refer to Section 7.2 above
Opt-Out Tools: Use links provided in Section 7.3 above

Glossary

Cookie: A small text file stored on your device by a website
Session Cookie: Temporary cookie that expires when you close your browser
Persistent Cookie: Cookie that remains on your device for a set period
First-Party Cookie: Cookie set by the website you're visiting
Third-Party Cookie: Cookie set by an external service or partner
Web Beacon: Invisible image used to track user behavior
Local Storage: Browser storage with larger capacity than cookies
Fingerprinting: Creating a unique identifier based on device characteristics