Cookie Policy

Last updated: 2025-03-28

Your privacy is very important to us. This Cookie Policy outlines how cookies and similar tracking technologies are used on **www.veselservicestoday.com** (the "Website"), managed by **Vesel Services LLC** established in **Wisconsin, United States** ("we," "our," or "us"). By using this Website, you agree to the practices described herein. Please also read our Privacy Policy, which provides more information about our privacy practices, your choices and your privacy rights.

What are cookies?

Cookies are small data files sent from a Website to your browser and stored on your device. They serve various purposes, such as remembering user preferences or enabling functionality on the Website.

Types of cookies we use

We utilize the following categories of cookies, classified based on their purpose. These cookies allow us to enhance your experience while maintaining the functionality and security of the Website.

Essential cookies

Essential cookies are critical for the basic operation of the Website. They ensure security, user authentication, and protection against fraud. Without these cookies, certain features and functionalities of the Website may not work properly. These cookies are always active by default. The essential cookies we may use include:

- **Usercentrics Consent Management Platform** (provided by Usercentrics GmbH, third-party): Ensures compliance with legal obligations and stores user consent. This cookie is perpetual.
- **Wordfence (WordPress Plugin)** (provided by Defiant, Inc., third-party): Provides firewall and malware scanning. This cookie is perpetual.
- **Matomo** (provided by InnoCraft, third-party): Supports website analytics and optimization. Stored for 1 year, 1 month, 6 hours, and 30 minutes.
- **YouTube Video** (provided by Google Ireland Limited, third-party): Enables video display on the Website. Stored for 8 months and 4 hours.
- **Cloudfront.net** (provided by Amazon Web Services EMEA SARL, third-party): Supports content delivery. This cookie is perpetual.
- **Gstatic.com** (provided by Alphabet Inc., third-party): Increases network performance and reduces bandwidth usage. This cookie is perpetual.
- **reCAPTCHA** (provided by Google Ireland Limited, third-party): Protects against bots, spam, and fraud. Stored for 5 months, 3 weeks, 6 days, and 22 hours.
- **reCAPTCHA v3** (provided by Google Ireland Limited, third-party): Provides analytics and bot protection. This cookie is perpetual.

Functional cookies

Functional cookies improve your browsing experience by remembering your preferences and interactions with the Website. For instance, they might store your language preferences or login details, enabling seamless navigation. These cookies are inactive by default and require your explicit consent to function. Upon your approval, we may collect the following functional cookies:

- **Google Tag Manager** (provided by Google Ireland Limited, third-party): Facilitates tag management. This cookie is perpetual.
- **Google Fonts** (provided by Google Ireland Limited, third-party): Supports font rendering and service improvement. This cookie is perpetual.
- **Google Maps** (provided by Google Ireland Limited, third-party): Enables map display. This cookie is perpetual.
- **Mapbox** (provided by Mapbox Inc., third-party): Supports map functionality. This cookie is perpetual.
- **Apple Maps** (provided by Apple Distribution International Limited, third-party): Enables map display. This cookie is perpetual.
- **Vimeo** (provided by Vimeo LLC, third-party): Enables video streaming on the Website. Stored for 2 years and 12 hours.
- **Bing Maps** (provided by Microsoft Corporation, third-party): Supports map display and optimization. This cookie is perpetual.
- **Google Customer Reviews** (provided by Google Ireland Limited, third-party): Supports customer review management and buyer protection. This cookie is perpetual.
- **CallTrackingMetrics** (provided by CallTrackingMetrics LLC, third-party): Supports call tracking. Stored for 1 day.
- **Clickcease** (provided by Karniboo Technologies Limited dba ClickCease, third-party): Supports fraud protection and website security. This cookie is perpetual.
- **Yelp** (provided by Yelp Ireland Ltd., third-party): Supports optimization, analytics, functionality, website security, advertisement, authentication, and security credential information. This cookie is perpetual.
- **WordPress.org** (provided by Automattic Inc., third-party): Supports hosting. Stored for 1 year and 6 hours.
- **Google Fonts** (provided by Google Ireland Limited, third-party): Supports font rendering and service improvement. This cookie is perpetual.
- **Google AJAX** (provided by Google Ireland Limited, third-party): Supports content delivery. This cookie is perpetual.
- **Ahrefs** (provided by Ahrefs Pte Ltd, third-party): Supports advertisement and analytics. This cookie is perpetual.
- **GoDaddy** (provided by GoDaddy.com, LLC, third-party): Supports analytics and hosting. This cookie is perpetual.
- WP Rocket (provided by WP MEDIA, third-party): Supports service improvement and optimization. This cookie is perpetual.
- **NitroPack** (provided by NitroPack Ltd., third-party): Supports analytics and error tracking. This cookie is perpetual.

Marketing cookies

Marketing cookies monitor your online behavior to provide targeted advertisements or limit how often you see a specific ad. These cookies remain inactive unless you grant consent. If enabled, the Website may collect the following marketing cookies:

- **Google Analytics** (provided by Google Ireland Limited, third-party): Facilitates website marketing and analytics. Stored for 2 years and 12 hours.
- **DoubleClick Ad** (provided by Google Ireland Limited, third-party): Supports advertisements and analytics. Stored for 1 year and 6 hours.
- **Google Ads** (provided by Google Ireland Limited, third-party): Enables advertisement placement and analytics. Stored for 1 year and 6 hours.
- **Google Ads Remarketing** (provided by Google Ireland Limited, third-party): Supports remarketing, advertisement, and tracking user actions. Stored for 1 year and 6 hours.
- **Google Ad Manager** (provided by Google Ireland Limited, third-party): Supports advertisement. Stored for 1 year and 6 hours.
- **Google Analytics 4** (provided by Google Ireland Limited, third-party): Supports marketing and analytics. Stored for 2 years and 12 hours.
- **Google Marketing Platform** (provided by Google Ireland Limited, third-party): Supports advertisement, marketing, and optimization. This cookie is perpetual.
- **Microsoft Clarity** (provided by Microsoft Ireland Operations Limited, third-party): Assists with analytics and optimization. This cookie is perpetual.
- **Microsoft Advertising Remarketing** (provided by Microsoft Corporation, third-party): Facilitates remarketing. Stored for 1 year, 3 weeks, and 4 days.
- **Conversions API** (provided by Meta Ireland Limited, third-party): Supports conversion tracking, targeting, retargeting, advertisement, measurement, and analytics. This cookie is perpetual.
- **Facebook Social Plugins** (provided by Meta Platforms Ireland Ltd., third-party): Integrates Facebook functions for optimization and marketing. This cookie is perpetual.
- **Facebook Pixel** (provided by Meta Platforms Ireland Ltd., third-party): Supports analytics, retargeting, conversion tracking, and personalized advertisements. Stored for 1 year and 6 hours.
- **Hotjar** (provided by Hotjar Limited., third-party): Supports analytics and feedback. Stored for 1 year and 6 hours.
- **Crazy Egg** (provided by Crazy Egg Inc., third-party): Supports analytics, optimization, and testing. Stored for 5 years, 1 day and 6 hours.
- **WooCommerce** (provided by WooCommerce Ireland Ltd., third-party): Supports service provision and marketing. This cookie is perpetual.

Managing your cookie preferences

You have control over the use of cookies on your device and may adjust your preferences at any time. Here's how you can manage your choices:

1. **Using our cookie consent tool:** This tool, available on the Website's homepage, allows you to specify which categories of cookies you permit. You can withdraw your consent at any time.
2. **Adjusting browser settings:** Most browsers offer options to block or delete cookies. Refer to your browser's help section for instructions, or visit aboutcookies.org for additional guidance on managing cookies.

Your rights and choices

You can choose to allow or deny specific categories of cookies, such as functional and marketing cookies. If you provide consent but later decide to revoke it, you can update your preferences through the methods outlined above.

Questions or concerns

If you have any inquiries about this Cookie Policy, feel free to contact us at **info@veselservicestoday.com**.