

Cookie Policy

Last Updated: March 1, 2026

1. What Are Cookies?

Cookies are small text files that are stored on your device (computer, tablet, smartphone) when you visit a website.

They help websites function properly, improve user experience, and provide analytical insights.

Cookies may store information such as:

- IP address
- Browser type
- Device information
- Pages visited
- User preferences

Cookies cannot execute programs or transmit viruses.

2. Types of Cookies We Use

We use the following categories of cookies:

2.1 Essential Cookies (Strictly Necessary)

These cookies are required for the technical operation of the website.

They enable:

- Secure website access
- Basic page functionality
- Protection against misuse
- Saving your cookie consent preferences

Without these cookies, the website cannot function properly.

Legal basis:

Art. 6(1)(f) GDPR (legitimate interest)

Our legitimate interest lies in ensuring the secure and stable operation of our website.

2.2 Analytics Cookies

These cookies help us understand how visitors interact with our website.

We use **Google Analytics (GA4)** to collect anonymized statistical information, such as:

- Pages visited
- Time spent on pages
- Interaction behavior
- Device and browser information

IP addresses are shortened (IP anonymization enabled).

Analytics cookies are only activated after you provide explicit consent via our cookie banner.

Legal basis:

Art. 6(1)(a) GDPR (consent)

You may withdraw your consent at any time via the cookie settings tool.

2.3 Marketing Cookies (If Activated)

Marketing cookies may be used to:

- Measure the effectiveness of communication campaigns
- Improve our external communication
- Understand how users reach our website

These cookies are only set after explicit consent.

Legal basis:

Art. 6(1)(a) GDPR (consent)

3. Cookie Consent Management

When you first visit our website, you are presented with a cookie consent banner.

You can:

- Accept all cookies
- Reject non-essential cookies
- Customize your preferences

Non-essential cookies (analytics and marketing) are only activated after your explicit consent.

You may change or withdraw your consent at any time via the cookie settings link available on our website.

4. Third-Party Cookies

Some cookies are placed by third-party service providers that support our website functionality.

4.1 Google Analytics (GA4)

Provider:

Google Ireland Ltd.

Dublin, Ireland

Purpose:

- Website traffic analysis
- Performance improvement

Data may be transferred to the United States.

Transfers are safeguarded by:

- Standard Contractual Clauses (SCCs), and/or
- EU-US Data Privacy Framework (if applicable)

Data retention period: **14 months**

Further information:

<https://policies.google.com/privacy>

4.2 HubSpot

Provider:

HubSpot, Inc., USA

Purpose:

- Contact management
- Newsletter distribution
- Business communication tracking

HubSpot may set cookies when you:

- Submit a contact form
- Subscribe to our newsletter
- Interact with embedded forms

International transfers are protected by:

- Standard Contractual Clauses (SCCs)
- Additional safeguards where required
- EU-US Data Privacy Framework (if applicable)

Further information:

<https://legal.hubspot.com/privacy-policy>

5. How Long Cookies Are Stored

Cookies may be:

- **Session cookies** (deleted when you close your browser), or
- **Persistent cookies** (stored for a defined period)

The specific storage duration depends on the cookie type and provider.

You can view detailed cookie information in the cookie settings tool.

6. Managing Cookies via Your Browser

You can also control cookies directly in your browser settings.

You may:

- Delete stored cookies
- Block cookies
- Configure notifications before cookies are set

Please note:

Disabling essential cookies may limit website functionality.

7. Updates to This Cookie Policy

We may update this Cookie Policy from time to time.

Changes will be:

- Published on this page
- Reflected by updating the "Last Updated" date

8. Contact

If you have questions about our use of cookies, please contact:

Inhale+ GbR

Nikolai-Fuchs-Str. 1

30625 Hannover
Germany

 info@inhalplus.com