

# Consent Information

## Understanding Our Analytics and Your Privacy

At Bitloom s. r. o., we aim to provide you with a seamless and personalized browsing experience. To help us achieve this, we use cookies for Google Analytics, a web analytics service provided by Google, Inc. These cookies allow us to collect valuable insights into how users interact with our website.

### What Information Do We Collect?

Google Analytics gathers anonymized data, including:

- Pages visited.
- Time spent on each page.
- Links clicked.
- Device and browser information.

This data helps us understand user behavior, improve our content, and enhance your overall experience on our blog.

### How Do Cookies Work?

Cookies are small text files stored in your device's browser. They allow us to:

- Recognize your device when you return to our site.
- Analyze preferences.
- Tailor our content to better match your interests.

### Your Privacy Matters

We are committed to safeguarding your privacy. All data collected through Google Analytics is anonymized and aggregated. This means:

- We cannot identify you personally.
- Your data is handled responsibly and in accordance with our Privacy Policy.

### Consent Banner

By continuing to use our website, you consent to the use of cookies for Google Analytics as outlined in our Privacy Policy. You can manage your cookie preferences anytime by adjusting your browser settings.

### Questions or Concerns?

For more details about how we handle your data, please refer to our Privacy Policy. Alternatively, you can contact us directly at [bitloom.sk@gmail.com](mailto:bitloom.sk@gmail.com).