



# Cookie Policy

Last updated June 18, 2026

This Cookie Policy explains how PERETZ.agency ("we", "us", "our"), operating the website peretz.agency, uses cookies and similar tracking technologies when you visit our site. It explains what these technologies are, why we use them, and your rights to control our use of them.

## 1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work, work more efficiently, and to provide information to the owners of the site. We also use similar technologies such as pixels and local storage, which we refer to collectively as "cookies" in this policy.

## 2. How we use cookies

We use cookies for the following purposes:

Category	Purpose	Default status
Necessary	Required for core site functionality (navigation, language selection, form submission). Cannot be switched off.	Always active
Analytics	Google Analytics 4 (GA4) — helps us understand how visitors use the site (pages viewed, time on site, traffic sources).	Off until consent
Advertising	Used to measure ad performance and, where applicable, personalize content. Activated only with consent.	Off until consent

## 3. Your consent

When you first visit peretz.agency, a cookie banner gives you the choice to accept all cookies or reject non-essential cookies. Analytics and advertising cookies are not activated until you actively accept them (we use Google Consent Mode to enforce this). You can change your choice at any time by clearing your browser's local storage and revisiting the site, which will show the banner again.

## 4. Third-party services

We currently use the following third-party service that may set cookies once consent is given:

- **Google Analytics 4 (GA4)** — website traffic and usage analytics, operated by Google LLC. See Google's Privacy Policy for details on how Google processes data.

## **5. Your rights**

Depending on your location, you may have rights regarding your personal data, including the right to access, correct, delete, or object to the processing of your data, and the right to opt out of the “sale” or “sharing” of personal data under applicable state privacy laws (e.g. California's CCPA/CPRA, Washington's My Health My Data Act) and, where applicable, the EU General Data Protection Regulation (GDPR). To exercise these rights, contact us using the details below.

## **6. Changes to this policy**

We may update this Cookie Policy from time to time to reflect changes in our practices or for legal reasons. The “last updated” date at the top of this document indicates when this policy was last revised.

## **7. Contact us**

If you have questions about this Cookie Policy or how we handle your data, contact us at [hello@peretz.agency](mailto:hello@peretz.agency) or +1 425 471 94 96.