Cookie Policy – Nexus Consulting

Last updated: October 2026. This cookie policy applies to visitors from Switzerland and the European Economic Area.

Our website, www.consulting-nexus.com uses cookies and related technologies, some of them placed by third parties we work with. For simplicity, we call all of these "cookies". This policy explains which cookies we use, why, and how you can control them. It complements our Privacy Policy.

1. Cookies, scripts and web beacons

- **Cookie** – a small file sent with the pages of our website and saved by your browser on your computer or other device. On a later visit, the information it holds can be sent back to our servers or to those of the third parties concerned.
- **Script** – a piece of code that makes our website work properly and interactively. It runs on our server or on your device.
- **Web beacon** (or pixel) – a small, invisible piece of text or image on a web page, used to measure traffic. Various data about your visit is recorded through it.

2. Types of cookies we use and your consent

Type	What it does	Consent needed
Functional (technical)	Makes parts of the site work and remembers your settings, such as language or cookie choices, so you don't have to re-enter them	No
Statistics	Tells us how visitors use the site so we can improve it (see Google Analytics, section 3)	Yes
Marketing / tracking	Builds user profiles to show advertising or follow visitors across this and other websites for similar marketing purposes	Yes
Social media	Embedded LinkedIn content and share buttons [add others if used]. This code comes from the network itself, sets its own cookies and may use them for personalised advertising	Yes

LinkedIn is based in the United States (with its European entity in Ireland). Please read its privacy policy, which may change over time, to see how it uses data collected through these cookies.

Consent. On your first visit, a banner explains our use of cookies. When you click "Save preferences", you allow us to use the categories of cookies you selected, as described in this policy. Until then, only functional cookies are placed. You can change your choice at any time (section 5).

3. Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (for users in Switzerland and the EEA: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland). It is only activated if you accept statistics cookies.

Google Analytics uses cookies to analyse how our website is used. They generate the following information about your visit:

- your navigation path through our site;
- time spent on each page or sub-page;
- the page from which you leave the site;
- the country, region or city from which you access the site;
- your device (type, version, screen resolution, browser window width and height);
- whether you are a new or returning visitor;
- browser type and version;
- operating system;
- referrer URL (the page you visited before);
- hostname of the accessing computer (IP address);
- time of the server request.

This information is sent to and stored on Google servers, including in the United States. Google is part of Alphabet Inc. Your IP address is anonymised: Google Analytics 4 does not log or store full IP addresses, and the anonymised address is not combined with other Google data. Transfers to the United States are covered by Google's certification under the Swiss-U.S. and EU-U.S. Data Privacy Frameworks.

We use the information to evaluate how our website is used, compile reports on site activity, and improve and organise the site to meet visitors' needs. Google may pass it to third parties where required by law or where they process it on Google's behalf. According to Google, the IP address is never linked to other information about the user.

Opting out. Besides refusing statistics cookies in our banner, you can stop Google from collecting and processing this data (including your IP address) by installing the Google Analytics opt-out browser add-on. More information is available in Google's Analytics privacy documentation.

4. Cookies placed on our website

Service	Cookie	Category	Duration	Purpose
[Consent tool, e.g. Complianz]	cmplz_*	Functional	365 days	Stores your cookie consent choices
[Website platform, e.g. WordPress]	wordpress_test_cookie	Functional	Session	Checks whether cookies can be set
[Language plugin, if any]	[e.g. pll_language]	Functional	[ ]	Remembers your language
Google Analytics	_ga	Statistics	2 years	Distinguishes visitors
Google Analytics	*ga*[ID]	Statistics	2 years	Keeps track of the session state
LinkedIn	bcookie, lidc, li_gc	Social media / marketing	[ ]	Share buttons, embedded posts, consent storage
LinkedIn Insight Tag [if used]	li_sugr, UserMatchHistory, AnalyticsSyncHistory	Marketing	[ ]	Measures LinkedIn ad campaigns

Data from functional cookies is not shared with third parties. For third-party services, please refer to each provider's privacy policy: Google, LinkedIn.

5. Managing, disabling and deleting cookies

You can change your choices or withdraw consent at any time via the "Manage consent" tab at the bottom of every page.

You can also use your browser to delete cookies automatically or manually, block certain cookies, or be alerted each time a cookie is set. Your browser's Help section explains how.

If you disable all cookies, parts of our website may not work properly. If you delete cookies, they will be set again, with your consent, the next time you visit.

6. Your rights

Regarding your personal data, you have the right to:

- know why it is needed, what will happen to it and how long it will be kept;
- access the personal data we hold about you;
- have it completed, corrected, deleted or blocked;
- withdraw any consent you have given and have the related data deleted;
- receive all your personal data and have it transferred to another controller (portability);
- object to its processing, unless we have compelling grounds to continue.

To exercise these rights, contact us using the details below. If you have a complaint about how we handle your data, we would like to hear about it, but you can also contact the supervisory authority: in Switzerland, the Federal Data Protection and Information Commissioner (FDPIC); in the EU, the authority of your country of residence. More detail is in our [Privacy Policy].

7. Contact

For questions or comments about this cookie policy, contact:

Nexus Consulting, contact@nexus-consulting.com