

## Cookie Policy

*Last updated: September 29, 2025*

This Cookie Policy explains how **ICE PLUNGER (a business name of Oy Rossi Ventures Ab)** uses cookies and similar technologies on this website.

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### 1. What Are Cookies?

Cookies are small text files placed on your device to store data that can be recalled by a web server. They are used to operate and personalize websites, remember preferences, and analyze user behavior.

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### 2. Types of Cookies We Use

- **Essential Cookies**

Required for the website to function. Examples:

- WooCommerce cookies (cart, checkout, order session)
- WordPress cookies (login sessions, preferences, comments)
- wpForo cookies (forum login, last visit, preferences)
- Complianz cookies (store your cookie consent choices)
- **Retention period:** Session-based or up to 1 year.

- **Preference Cookies**

Store your settings and choices (e.g., language, region, display options).

- **Retention period:** Up to 1 year.

- **Analytics Cookies**

Collect anonymized usage data to help us understand how visitors interact with our site. Example: **Google Analytics**.

- **Retention period:** Up to 2 years.

- **Marketing Cookies**

Track activity across websites to deliver relevant advertising and measure campaign performance. Example: **Meta Pixel (formerly Facebook Pixel)**.

- **Retention period:** Up to 180 days.
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### 3. Legal Basis

- **Essential cookies** are set based on our **legitimate interest** in providing a secure and functioning website.
  - **Analytics and marketing cookies** are set **only with your prior consent**, in compliance with the **EU ePrivacy Directive** and the **General Data Protection Regulation (GDPR)**.
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### 4. Managing Cookies

- You can manage your cookie preferences at any time through the **Complianz cookie banner** on our site.
  - You may also clear or block cookies in your browser settings.
  - Opt-out options:
    - **Google Analytics:** Google Analytics Opt-out Browser Add-on (<https://tools.google.com/dlpage/gaoptout>)
    - **Meta Pixel (Facebook/Instagram):** [Facebook Ad Preferences](https://www.facebook.com/adpreferences) (<https://www.facebook.com/adpreferences>)
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### 5. Third-Party Cookies and Data Transfers

We use third-party services that may set their own cookies, including:

- **Google Analytics (Google LLC, USA)** → website analytics and performance.  
Privacy Policy: Google Privacy Policy (<https://policies.google.com/privacy>)
- **Meta Pixel (Meta Platforms Ireland Ltd., formerly Facebook Pixel)** → advertising effectiveness and personalized ads on Meta platforms (Facebook, Instagram).  
Privacy Policy: [Meta Privacy Policy](https://www.facebook.com/privacy/policy) (<https://www.facebook.com/privacy/policy>)
- Other third-party plugins integrated into our WordPress site (e.g., video embeds, social media widgets, Google reCAPTCHA, external fonts).

Some of these providers may transfer data outside the EU/EEA (for example, to the United States). Such transfers are protected by **Standard Contractual Clauses (SCCs)** approved by the European Commission to ensure adequate protection of your personal data.

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## 6. Updates to This Policy

We may update this Cookie Policy to reflect changes in technology, legal requirements, or our business practices. The latest version is always available on our website.

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 **Contact:** hello@iceplunger.com

 **Support & Privacy Requests:** [iceplunger.com/support](https://iceplunger.com/support)

### **Business details:**

ICE PLUNGER is a business name (aputoiminimi) of **Oy Rossi Ventures Ab**

- Business ID (Finland): **3533901-2**
- VAT number (EU/International): **FI35339012**
- Address: **Katajasaarekatu 6 A 4, 53900 Lappeenranta, Finland**