Maison de Joaillerie indépendante
Genève • Depuis 2003

COOKIE POLICY

ELKE BERR — Elke Berr Sàrl, Geneva, Switzerland

Last updated: November 2026

1. About ELKE BERR

ELKE BERR is an independent jewellery house based in Geneva, Switzerland, since 2003.

This Cookie Policy applies to the website www.elkeberr.com, operated by:

Elke Berr Sàrl
Rue du Cendrier 12–14
1201 Geneva, Switzerland
Email: office@elkeberr.ch

It explains how we use cookies and similar technologies to ensure our website functions properly, to make your browsing experience easier and, depending on your preferences, to improve our services and communications.

This policy supplements our Privacy Policy, which sets out the terms under which we collect, use and protect your personal data.

2. What is a cookie?

A cookie is a small text file stored on your computer, tablet or mobile phone when you visit a website.

Cookies enable us, amongst other things, to recognise your browser, remember certain preferences and ensure the website's features work properly.

They can also help us understand how visitors use our website and, where you consent, to personalise content or advertising.

We may also use similar technologies, such as pixels or digital identifiers, to which the principles of this policy apply where they perform comparable functions.

First-party and third-party cookies

First-party cookies are set directly by our website and are used, in particular, to ensure its proper functioning or to remember certain preferences.

Third-party cookies are set or used by external service providers involved, for example, in audience measurement, digital services or advertising, where these features are used.

Session cookies and persistent cookies

Session cookies are generally deleted when you close your browser.

Persistent cookies remain stored for a specified period or until they are deleted. They are used, in particular, to retain certain preferences across multiple visits.

3. What categories of cookies do we use?

Depending on the features and services actually enabled on our website, cookies and similar technologies may fall into the following categories.

3.1 Strictly necessary cookies

These cookies are essential for the functioning of our website and our online shop.

In particular, they ensure the site's navigation and security, remember products added to the basket, facilitate the ordering and payment process, maintain certain essential technical features, and retain your privacy settings.

These cookies do not generally require your prior consent when they are strictly necessary for the provision of a service you have requested. Disabling them may prevent certain essential features from working.

3.2 Functionality cookies

These cookies help to improve your browsing experience by remembering certain preferences, such as the display language or layout settings.

Where they are not strictly necessary for the service requested, their use is subject to your consent where required by applicable legislation.

3.3 Audience measurement cookies

These cookies enable us to better understand how our website is used, including the number of visitors, the pages viewed, browsing paths, the site's overall performance and any difficulties encountered whilst browsing.

This information helps us to improve accessibility, the presentation of our products and the functioning of our online shop.

Where required by applicable law, these cookies are only activated once we have obtained your consent.

3.4 Advertising cookies

Where advertising services are used, certain cookies or similar technologies may help to measure the effectiveness of our campaigns and to display communications that are more relevant to visitors' interests.

In particular, they may enable us to measure interactions with our adverts displayed on digital platforms or social media. These technologies may involve the use of third-party service providers.

Their use is subject to your prior consent where this is required by applicable legislation.

3.5 Social media cookies

Our website may incorporate features or content from social media platforms.

When these features are enabled, the relevant platforms may use their own cookies or similar technologies, in accordance with their privacy policies.

Non-essential cookies associated with these features are subject to your consent where required.

4. How can you manage your preferences?

We respect your choices regarding the use of cookies.

Where required by applicable law, non-essential cookies are only used once we have obtained your consent.

You can accept or refuse these cookies and change your preferences at a later date using the cookie management tool provided on our website.

Withdrawing your consent does not affect the lawfulness of processing carried out prior to such withdrawal.

Browser settings

You can also configure your browser to block or delete certain cookies.

The relevant settings are usually found in the privacy or security sections of your browser.

Please note that blocking strictly necessary cookies may affect certain features of our website, including the shopping basket and the checkout process.

5. Third-party service providers and similar technologies

As part of the operation of our website, we may use service providers specialising in e-commerce, web hosting, web analytics, communications or digital advertising.

Where these services involve the use of cookies or similar technologies, their activation and the processing of the corresponding data are governed in accordance with applicable legislation.

Certain service providers may process personal data as data processors or, depending on the circumstances, as independent data controllers.

Information regarding the cookies used on our website, their purposes, the service providers involved and their retention periods is made available to visitors via our cookie management tool or other information accessible on our website.

For further details on the processing of personal data and any international transfers, please see our Privacy Policy.

6. Protection of personal data

Where cookies or similar technologies are used to collect or process personal data, such processing is subject to our Privacy Policy and applicable legislation.

ELKE BERR ensures that appropriate technical and organisational measures are in place to protect the personal information processed in the course of its activities.

In particular, we comply with the relevant provisions of the Swiss Federal Data Protection Act (FADP) and, where applicable, the European Union's General Data Protection Regulation (GDPR) and the corresponding UK regulations.

7. Changes to the Cookie Policy

ELKE BERR may amend this policy to take account of legal or technical developments or changes to the functionality of its website.

The current version is published on our website with its last update date.

Where required by applicable law, we will inform you of any significant changes or seek your consent again.

8. Contact Us

If you have any questions regarding the use of cookies or the protection of your personal data, please contact:

ELKE BERR — Elke Berr Sàrl
Rue du Cendrier 12–14
1201 Geneva, Switzerland
Email: office@elkeberr.ch
Telephone: +41 22 310 61 10
Website: www.elkeberr.com

For further information on the collection, use, storage and protection of your personal data, please see our **Privacy Policy**.