

COOKIE POLICY

The <https://madaboutdigital.net/> website and similar technologies (beacons, pixels, etc.) to manage login sessions, provide personalized web pages, and tailor advertising and other content to reflect users' specific needs and interests. By accessing the MADABOUTDIGITAL website, the Customer's consent is necessary to use cookies and similar technologies for the purposes we describe in this policy. Cookies may be used to store elements such as user identifiers and /or past activity of website visitors.

A website can set a cookie in the browser if the browser's preferences allow it. A browser permits a website to access only the cookies it has set, not those set by other websites.

or the purposes of this Policy, any person accessing MADABOUTDIGITAL's website, or sections of the website, is deemed to be a "user" and will be referred to as such throughout this document. The Cookie Policy is supplemented by the definitions in the Terms and Conditions Statement and the provisions of the Privacy Policy, as well as the policies of our business partners, such as Google Inc...

1. What are COOKIES?

Cookies are understood as IT data in the form of small files installed on your device, such as a laptop, smartphone, or tablet, including but not limited to text files, stored for the purpose of using the website. Some of these files enable the recognition of the user's device and the display of content in a relevant manner, tailored to the user's preferences. Other cookies extract specific information about the user's activity on a given website. Generally, cookies contain the name of the originating website, the date they are stored on the device, and a unique number.

We use cookies to personalize content and advertisements on the site, to provide you with access to pages within sections of the website, as well as to networks and social media platforms where we are active, and to analyze website traffic. Additionally, we may provide our social media partners with statistical information regarding your use of our website or your engagement with the company on social media platforms.

2. What types of cookies do we use?

We use the following types of cookies: site cookies (session cookies) and third-party cookies (only Google analytics cookies) along with the Facebook pixel linked to the company's page directly accessible from the website. Session cookies are temporary files stored on the user's device until the session ends or the application is closed (browser is closed). Cookies used by our partners who have their own websites, which you can access if we offer this option from our website, are subject to their respective cookie policies. Therefore, we recommend reading the cookie or privacy policy of the accessed operator, for which MADABOUTDIGITAL is not liable.

3. What are cookies used for?

Cookies are used to tailor the content of web pages to the user's preferences and to optimize the use and functionality of web pages. They are also used to prepare aggregated anonymous statistics that help us understand how users benefit from our website, allowing us to improve the structure and content of the page without identifying the user personally. Cookies ensure faster and more secure interaction with the MADABOUTDIGITAL website. Additionally, cookies can help us deliver advertising both on the website and on other websites you visit. However, if we decide to do this, we will inform you specifically and request your prior consent.

4. Do cookies process personal data?

Personal data collected by cookies can only be gathered to facilitate certain functionalities for the user. This data is encrypted to ensure that access by unauthorized people is securely restricted.

METHODS OF USE	DESCRIERE
Website Security	Cookies are used to enable and manage security functionalities implemented on the website, helping us detect malicious activity and possible violations of the website's terms of use.
Preferences, Functionalities and Services	Cookies can inform us of your preferred language for displaying the website's content and your communication preferences. They can also make it easier for you to complete the contact form available on the MADABOUTDIGITAL website. Additionally, these files provide you with personalized functions, information, and content, along with our plugins, if such files are used at any point.
Performance analysis, and Research	Cookies help us understand how well the website functions and how our plugins perform in various locations. We also use

	cookies to analyze, improve, and research products, features, and services, including when you access MADABOUTDIGITAL from other websites, applications, or devices, such as your work computer or mobile device.
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4. The MADABOUTDIGITAL website uses two types of cookies:

- Website cookies
- Google analytics cookies

5. Necessary Cookies

Necessary cookies are files needed for a website to function properly. Generally, they enable users to navigate a website and perform certain actions, such as accessing secure areas, managing lists, depositing funds, and managing a client account, if applicable. Without these cookies, providing specific online services and functionalities would not be possible.

These files do not interact in any way with users' personal data. They are intrinsic to the use and operation of the website, meaning they are installed and automatically removed at the end of the respective session. These cookies are minimized to the extent possible, and the company will exclusively use those classified as "essential."

An example of an necessary cookie is a file installed to store your expressed preference regarding the use of cookies on the MADABOUTDIGITAL website.

6. We use necessary cookies to...

- Log you into MADABOUTDIGITAL website
- Provide updated site features based on the time of your access.

7. Necessary cookies will not be used to:

- Collect information that could be used to promote our services;
- Remember your preferences or username beyond your current visit.

MADABOUTDIGITAL uses the following session cookies:

Cookie Name	Cookie Use
CookieConsent	A cookie used by CookieBot to record the user's preference regarding the use of cookies on the website.

8. What third-party cookies do we use?

Google Analytics

The MADABOUTDIGITAL website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies (text files installed on your computer) to help website operators analyze how users interact with a given website. The information generated by these cookies about your use of this site (including your IP address) will be transmitted to and stored by Google on servers located in Ireland. Google will use this information to evaluate website usage, compile reports on website activity for website operators, and provide other services related to website activity and internet usage. Google may also transfer this information to third parties if required by law or if such third parties process the information on behalf of Google. Google will not associate your IP address with other data held by Google. By using MADABOUTDIGITAL, you agree to the processing of your data by Google in the manner and for the purposes outlined above. We do not identify, nor do we allow Google to identify or attempt to identify the identity of visitors to our website.

Include Google Analytics Cookies:

Cookie Name	Purpose Description	Length of usage
_ga	Used to distinguish users	2 years
_ga <container-id>	Used to support the current session	2 years

To explain in detail how Google uses cookies and other similar technologies, for what purposes, and the types of cookies used, please refer to [Google's Cookie Policy](#). For information exclusively applicable to Google Analytics cookies, please access this [link](#).

9. How do we use Web Beacons, Pixels, and/or Other Technologies?

Web beacons (also known as clear GIFs or pixel tags) often work in conjunction with cookies. We, along with our service providers (such as Facebook), may use them for purposes like cookies, such as understanding and improving the use of our services, enhancing website performance, monitoring visitor traffic and actions on our site, and analyzing interactions with our marketing advertisements on third-party sites.

We also use other technologies similar to cookies, such as browser storage and browser plugins (e.g., WordPress, Google Tag Manager, Google Font API, jQuery, LiteSpeed, Yoast SEO, Bootstrap, Modernizr). Like cookies, some of these technologies can store small amounts of data on your device. We may use these plugins and various other technologies for purposes similar to those for which we use cookies, such as enforcing our business terms, preventing fraud, and analyzing the usage of our services.

There are several ways to manage your consent regarding these technologies. For example, many popular browsers allow you to delete browser storage, typically found in the settings menu—refer to your browser's help function or support section for more information. Other technologies can be removed directly from the website or application.

10. Deleting Cookies

An application used to access MADABOUTDIGITAL web pages allows cookies to be saved on the device only if the User has explicitly consented to this type of processing. If you are a visitor, you can withdraw your consent for the installation of third-party cookies through the settings section provided in this paragraph.

To manage the use of cookies on the MADABOUTDIGITAL website directly from your browser settings, we provide links to instructions on setting preferences for cookie installation in each type of browser:

- Cookie settings in Internet Explorer – [Internet Explorer](#);
- Cookie settings in Firefox – [Firefox](#);
- Cookie settings in Chrome – [Chrome](#);
- Cookie settings in Safari – [Safari](#);
- Cookie settings in Edge – [Edge](#);
- Cookie settings in Opera – [Opera](#).

If you do not accept the use of cookies by MADABOUTDIGITAL, browser settings can be adjusted to block the automatic management of cookies or to notify the user each time cookies are sent to their device. Detailed information about the options and methods for managing cookies can be found in the settings area of the application (web browser). Please note that limiting the use of cookies may affect certain essential functionalities of the website.

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