



# Cookie Policy

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## What are Cookies?

Cookies are small files that are stored on your device (computer, tablet, phone, etc.) when you visit a website. Maximizable Inc.'s websites also use cookies. They enable, among other things, the storage of user preferences and the collection of statistical data. Because we want to ensure your privacy, optimize our service and offer you optimal usability, we think it is important to inform you about why we use cookies and for what purposes. There are also other techniques that enable the collection and transmission of data, such as JavaScript and Web beacons. These techniques and cookies are currently used on almost all modern websites.

When you visit our website and receive information from us by email in response to your requests, we receive some data from or about your device and about your use of our website via automated means. Depending on the type of device you use, we may also use pixel tags and cookies to transfer to your device's cookie file. More information about this can be found below. This information allows us to optimize our website for all visitors and to make continuous improvements so that the information on our web sites is updated and always relevant and useful to you.

## Device data

Device data collected by our websites includes:

- Technical information, your internet domain name (this may be your internet service provider and the internet protocol (IP) address used to connect to the internet on your device, your login details, browser type and version (e.g. Google Chrome, Microsoft Edge, Mozilla Firefox), your device type, time zone setting, browser plug-in type and version, operating system (e.g. Windows 10, Mac OS) and platform;
- Information about your visit (including the full URL (Uniform Resource Locators) clickstream, i.e. sequence of page views to, through and from our websites (including date and time)), page response times, download errors, length of time you spent on certain pages, number and type of pages you viewed in a "session" and length of time you spent on the website, and page interaction information (such as scrolling, clicks and mouse movements).
- Information we obtain about you when you use the other websites we operate or when you use our services. We work with third parties (such as business partners, sub-contractors in the provision of technical, payment and delivery services, fraud detection and authentication support service providers, advertising networks, analytics and search data providers, credit reference agencies) and may receive information about you from them.

## Pixel tags

We may use "pixel tags", which are small graphic files that help us monitor the use of our websites. A pixel tag may collect the following information: the IP (Internet Protocol) address of the computer that downloaded the page containing the tag, the URL (Uniform Resource Locator) of the page containing the tag, the time the page containing the pixel tag was viewed, the type of browser that loaded the pixel tag, and the identification number of any cookies previously placed on the computer by that server. If we send you an HTML-enabled email, we may use "format sensing" technology that allows pixel tags to tell us whether you have received and opened our email.



## Cookie Policy

### More about Cookies

Cookies are text data strings that are transferred to the browser's cookie file on your device's hard drive to enable the website to recognise your device. Cookies allow websites to tailor content to your interests more quickly. Most major websites use cookies. Cookies alone do not reveal your identity.

Typically, a cookie contains the name of the domain from which the cookie originates, the "expiration date" of the cookie, and a numerical value, usually a randomly generated unique number.

### Types Of Cookies

Two types of cookies are used on this website:

- Temporary session cookies, which are deleted from your browser's cookie file when you leave the website.
- Permanent cookies, which remain in your browser's cookie file for significantly longer (depending on the validity period of the cookie in question).

### How cookies are used on this website and what data is collected?

#### Session cookies

Session cookies are used for the following purposes:

- Providing data that has already been collected without having to re-enter it
- To allow access to stored data during registration.

#### Permanent cookies

Permanent cookies are used for the following purposes:

- To recognise you as a returning visitor to our website (by means of a number which, however, does not allow any conclusions to be drawn about your identity).
- To display content tailored to your specific interests or to avoid displaying the same repeatedly
- Compilation of anonymous, aggregated statistics that provide information about the use of our website and allow us to improve the structure of our website, but do not reveal your identity.

For more information about cookies in general and how to manage them, please visit [www.aboutcookies.org](http://www.aboutcookies.org).

### Essential cookies

These are cookies that we need in order to provide you with a properly functioning website and to enable you to use the homepage we provide.

### Analytical and non-essential cookies we use

These cookies help us measure traffic to individual pages on the homepage to determine which areas of our website have been visited. We use this to identify a visitor's habits so that we can improve our online products and services. We may log IP addresses (the electronic addresses of computers connected to the Internet) to analyze trends, administer the website, track users' movements and gather broad demographic information.

These cookies are not essential to the website and we will therefore ask for your consent before activating these cookies. You can withdraw your consent at any time.



## Cookie Policy

The list below shows the cookies we have installed that are not strictly necessary and require your consent. This list is subject to change at any time.

Cookie ([Google Analytics](#)): \_gid; \_ga; \_gat\_gtag\_UA\_158171600\_1;

Cookie ([Google Doubleclick](#)): IDE; test\_cookie;

Cookie ([Youtube](#)): YSC; VISITOR\_INFO1\_LIVE; yt-remote-device-id; yt-remote-connected-devices; CONSENT;

Cookie ([Maximizable](#)): PHPSESSID; updated\_term\_popup;

### Web beacons

Some of our web sites may contain electronic images called web beacons ("tracking pixels") to enable us to track the number of visitors to those pages. Web beacons collect only a limited amount of information, including a cookie number, the time and date a page was visited, and a description of the page on which the web beacon is located. Our website may also contain web beacons placed by third parties for advertising purposes. These beacons do not contain any personal data and are only used to track the effectiveness of a particular campaign.

### Managing cookies

Your browser settings allow you to determine whether or not cookies are allowed. However, if you disable cookies, you may not be able to use all the interactive features of our website.

- **Managing cookies in Internet Explorer**  
In most versions of Internet Explorer, you can find the cookie settings by clicking on the 'Tools' option and then on the 'Privacy' tab.
- **Managing cookies in Internet Edge**  
In Microsoft Edge, you can find the cookie settings by clicking on the "More" option and then on the "Settings" icon.
- **Managing Cookies in Firefox**  
In Firefox, the cookie settings are managed in the "Privacy" window under "Settings". In the "Settings" > "Privacy" window you will find information about these settings.
- **Managing Cookies in Chrome**  
Click on the spanner icon in the toolbar and select "Settings". On the "Advanced" tab, in the Privacy section, click "Content settings".
- **Managing cookies in Opera**  
In Opera, you can manage cookies by clicking on "Settings", "Advanced" and then "Cookies".
- **Managing cookies in Safari**  
Select Safari > Preferences, then click Privacy. Then you can specify if and when Safari should accept cookies.

### Opt-Out



## Cookie Policy

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you wish to withdraw your consent to our use of cookies on this Site, or if you wish to delete or control the placing of cookies on your device, you can also change your browser settings to block cookies or to alert you when cookies are being sent to your device. There are a number of ways to manage cookies. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings at: [Internet Explorer](#), [Chrome](#), [Firefox](#), [Safari](#)

If you disable the cookies that the Site uses, this may impact your experience while on the Site. You can also delete cookies already stored on your computer. Again, doing this may have a negative impact on the usability of many websites. If you disable the cookies that the Site uses, this may impact your experience while on the Site. You can also delete cookies already stored on your computer. Again, doing this may have a negative impact on the usability of many websites.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

### **Your choices**

You have some choices about whether this information can be retrieved from your device. For example, depending on the type of device, you can enable or disable location services. On most mobile devices, location services can be disabled. Often the controls to do this can be found in the settings menu of the device. If you have questions about how to disable location services on your device, you should contact your mobile service provider or the manufacturer of your device.

### **How can we make changes to our Cookie Policy?**

Except to the extent limited by applicable law, we reserve the right, in its sole discretion, to update and amend all or parts of this Cookie Policy, at any time. The version published on the Site is the version actually in force.

### **Questions and Further Information**

For further information visit [www.aboutcookies.org](http://www.aboutcookies.org).

If you have any concerns about the way that we use cookies or your settings, then please contact us.

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