

COOKIE POLICY

Updated November 13, 2023.

This cookie policy explains how Maxpho SRL ("**Maxpho**", "**our company**," "**we**," "**us**") uses cookies and similar technology on our website at <https://www.maxpho.com> ("**our site**"). It details what these technologies are, why we use them, and your rights regarding their use.

In some cases, we may collect personal information through cookies, or this information may become personal when combined with other data.

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1. Understanding Cookies

Cookies are small text files that are saved on your computer or mobile device when you visit a website. They are commonly used by websites to make sure the site works well and to collect data for analysis.

There are two kinds of cookies: "first-party cookies," which are set by us, Maxpho, and "third-party cookies," which are set by other companies. These third-party cookies help provide various features on our website (like advertising, interactive content, and analytics) and can recognize your device on our site and others.

2. How We Use Cookies

We use both first-party and third-party cookies for several reasons. Some cookies are needed for our website to work properly (these are called "essential" or "necessary" cookies). Other cookies help us understand our users' interests and improve their

experience on our site. We also use third-party cookies for advertising, analytics, and other purposes, which we explain in more detail below.

Essential Website Cookies:

These cookies are vital for providing services through our Website and to enable certain features, like accessing secure areas.

Service: CloudFlare

Purpose: CloudFlare uses this cookie to identify end-user devices that access websites safeguarded by Bot Management or Bot Fight Mode.

Provider: www.cloudflare.com

Privacy Policy: [CloudFlare Privacy Policy](#)

Location: United States

Duration: Persistent

Service: Cookie Tracking

Purpose: HubSpot's cookie tracking is designed to track visitors's choice of cookies and collect data about their interactions on websites that use HubSpot's services.

Provider: The cookies are provided by HubSpot, Inc., and may be set through domains associated with HubSpot.

Privacy Policy: [HubSpot Privacy Policy](#)

Country: HubSpot, Inc. is based in the United States, but its services are used worldwide.

Expires in: The lifespan of HubSpot's tracking cookies varies. Some are session cookies that expire once the browser is closed, while others can last for up to a year or longer, depending on their specific purpose and configuration.

Service: Google Tag Manager

Purpose: Google Tag Manager (GTM) itself doesn't use cookies to track user behavior.

Instead, it is a tag management system that allows website owners to quickly and easily update tags and code snippets on their website or mobile app, such as those intended for traffic analysis and marketing optimization. GTM facilitates the deployment and management of various analytics and marketing tags without editing the code.

Provider: Google LLC.

Privacy Policy: Since GTM itself doesn't collect personal data, its use is governed by the privacy policies of the tags it manages. For general privacy practices related to Google's services, you can refer to [Google Privacy & Terms](#).

Country: Google LLC is headquartered in the United States, but GTM is used globally.

Expires in: As GTM doesn't set cookies itself, it doesn't have a cookie expiration period. However, the cookies set by the tags managed by GTM will have their own durations as specified by those individual services.

Performance and Functionality Cookies:

These cookies improve the performance and features of our Website. They aren't crucial for using the site, but without them, some functionalities, such as videos, might not be available.

Service: YouTube

Purpose: This cookie assigns a unique ID to the user's device for YouTube purposes and keeps a record of YouTube-connected devices. It also saves the most recent search key used on YouTube.

Provider: www.youtube.com

Privacy Policy: [YouTube Privacy Policy](#)

Location: United States

Duration: Persistent Cookie

Service: Vimeo

Purpose: Vimeo uses cookies to collect information about video playback preferences and behavior, provide and improve video streaming services, remember user preferences, track viewer engagement and video statistics, support social media interactions, and for advertising purposes.

Provider: vimeo.com or player.vimeo.com

Privacy Policy: [Vimeo Privacy Policy](#)

Country: Vimeo is based in the United States, but its services are global.

Expires in: The expiration of Vimeo cookies varies. Some are session cookies that expire when the browser is closed, while others may last longer, often up to two years, depending on their function.

Service: Google Maps

Purpose: Google Maps cookies are used to remember preferences and information when viewing maps on websites, such as zoom level, location settings, and map type preferences. They may also collect information about the user's interaction with maps for analytics and advertising purposes.

Provider: maps.googleapis.com

Privacy Policy: [Google Privacy Policy](#)

Country: United States

Expires in: The expiration of Google Maps cookies varies; some are session-based, while others can last for up to a year or more. The specific duration depends on the purpose and type of cookie.

Analytics and Customization Cookies:

These cookies gather data in a collective form to help us understand how our Website is used and the success of our marketing campaigns. They also assist in tailoring our Website to your preferences.

Service: Google Analytics

Purpose: Google Analytics uses this cookie to differentiate users with a randomly generated number as an identifier. It helps in calculating visits and sessions, records a unique ID for website usage analytics. It also tracks the number of requests sent to the Google Analytics server and distinguishes new sessions and visits.

Provider: Google Analytics

Privacy Policy: [Google Analytics Privacy Policy](#)

Location: United States

Duration: Expiration varies depending on the cookie

Service: HubSpot

Purpose: HubSpot uses cookies primarily for tracking visitor interactions on websites using the HubSpot platform. These cookies help in understanding visitor behavior, improving user experience, personalizing content, and facilitating various website functionalities like forms and live chat. They may also be used for analytics, marketing automation, and customer service purposes.

Provider: The cookies are provided by HubSpot, Inc., and may be set through domains associated with HubSpot.

Privacy Policy: [HubSpot Privacy Policy](#)

Location: United States

Duration: Expiration varies depending on the cookie

Service: Hotjar

Purpose: Hotjar cookies are used to anonymously track user behavior on websites, including how users interact with pages (like clicks, mouse movements, and scrolling). They help in understanding user preferences and improving user experience on the site. Hotjar cookies also collect data for heatmaps, session recordings, and surveys.

Provider: www.hotjar.com

Privacy Policy: [Hotjar Privacy Policy](#)

Country: Hotjar is based in Europe (Malta), but its services are used globally.

Expires in: The expiration of Hotjar cookies varies. Some are session cookies, while others can last for up to 365 days, depending on their purpose.

Advertising Cookies:

These cookies are designed to tailor advertising to your interests. They help avoid the same ad from repeatedly showing up, ensure ads are correctly displayed for advertisers, and sometimes choose ads based on your interests.

Service: Google Ads

Purpose: Google Ads cookies are employed to re-engage visitors who are deemed likely to become customers, based on their online behavior across different websites. These cookies help in tracking user behavior and targeting advertisements accordingly.

Provider: www.google.com

Privacy Policy: [Google Ads Privacy Policy](#)

Country: United States

Expires in: The expiration of Google Ads cookies varies, with some lasting up to 90 days, while others may persist for a year or more.

Service: Meta Ads (formerly Facebook Ads)

Purpose: Meta Ads cookies are used to track user activities and interactions with advertisements across various websites. These cookies help in delivering personalized advertising, measuring ad performance, and understanding user behavior for targeted advertising campaigns. They also assist in optimizing ad relevancy based on user profiles and online activities.

Provider: The cookies are provided by Meta Platforms, Inc., through domains like facebook.com or through the Meta Ads services on other websites.

Privacy Policy: [Meta Privacy Policy](#)

Country: Meta Platforms, Inc. is headquartered in the United States, but its services, including advertising, are global.

Expires in: The duration of Meta Ads cookies varies. Some may be short-term or session-based, while others can last for up to two years or until the browser cookies are cleared, depending on their specific purpose.

Service: LinkedIn Ads

Purpose: LinkedIn Ads cookies are used for tracking and analyzing the performance of LinkedIn advertising campaigns. They help in identifying LinkedIn members for advertising and retargeting, measuring ad effectiveness, and providing personalized advertising based on user interactions on LinkedIn and other websites.

Provider: The cookies are provided by LinkedIn Corporation.

Privacy Policy: [LinkedIn Privacy Policy](#)

Country: LinkedIn Corporation is headquartered in the United States, but its advertising services are used globally.

Expires in: The duration of LinkedIn Ads cookies varies. Some may last for a short term, while others can persist for up to 90 days or more, depending on their purpose and how they are used within LinkedIn's advertising network.

Service: LinkedIn Website Retargeting

Purpose: This service uses cookies to track users who visit your website, allowing you to retarget them with personalized LinkedIn ads. It helps in creating more focused advertising campaigns based on the user's website behavior.

Provider: LinkedIn Corporation

Privacy Policy: [LinkedIn Privacy Policy](#)

Country: United States, with global service reach.

Expires in: Expiration varies; some cookies may persist for about 90 days.

Service: Meta Custom Audience

Purpose: Meta Custom Audience uses cookies to create a list of your website visitors for targeted advertising on the Meta (Facebook and Instagram) platforms. It allows for ads to be tailored to the interests and behaviors of users.

Provider: Meta Platforms, Inc.

Privacy Policy: [Meta Privacy Policy](#)

Country: United States, with services available globally.

Expires in: Cookie duration varies, typically around 90 days.

Service: Google Ads Remarketing

Purpose: Google Ads Remarketing uses cookies to display personalized advertisements to users who have previously visited your website when they browse other websites on the internet. It is aimed at re-engaging potential customers.

Provider: Google LLC

Privacy Policy: [Google Ads Privacy Policy](#)

Country: United States, with a global service network.

Expires in: The duration of these cookies varies, often lasting for up to 90 days.

3. Controlling Cookies

You have the option to accept or refuse cookies. You can make this decision using our Cookie Consent Manager, where you can choose your cookie preferences. However, you can't decline essential cookies since they are necessary to provide certain services. You can change these settings at any time by clicking on the 'Cookie Settings' link at the bottom of our site.

You can find the Cookie Consent Manager in the notification banner and on our website. If you decide to refuse cookies, you can still use our website, but some features might be limited. You can also change your browser settings to control cookies.

For instructions on managing cookies in different browsers, visit their help pages:

Chrome: [Chrome Help](#)

Internet Explorer: [Internet Explorer Help](#)

Firefox: [Firefox Help](#)

Safari: [Safari Help](#)

Edge: [Edge Help](#)

Opera: [Opera Help](#)

4. Other Tracking Technologies

We sometimes use other technologies like web beacons (also known as "tracking pixels" or "clear gifs"). These are tiny graphics with unique identifiers that help us understand when someone visits our website or opens an email from us. They work with cookies to track user activity on our site, identify the source of website visits, improve site performance, and measure the effectiveness of email campaigns. Refusing cookies might impact how these technologies work.

5. Targeted Advertising

Third parties may use cookies on your device to show ads on our website. They may use information about your visits to our and other websites to show relevant ads about goods and services you might be interested in. This process uses technology to measure how effective the ads are, using cookies or web beacons without identifying you unless you provide specific information.

6. Policy Updates

We might update this Cookie Policy from time to time due to changes in our cookie practices or for legal or regulatory reasons. Please check this policy regularly to stay informed about how we use cookies and related technologies.

The date of the last update is at the top of this policy.

7. Contact Us

If you have any questions about our use of cookies or technology, you can contact us at info@maxpho.com or by mail:

Maxpho S.R.L.
Via Brigata Cadore, 38,
36020 Albettonne VI, Italy
Phone: (+39)0280887309

8. Owner and Data Controller

Maxpho S.R.L.
Via Brigata Cadore 38
36020 Albettonne (VI), Italy
Share Capital: 110,000.00 Euro
Legal Representative: Ivano Fumanelli
Data Protection Officer: info@maxpho.com
Email: info@maxpho.com

Since the owner does not have complete control over third-party cookies, any references to such cookies in this document should be seen as examples. For comprehensive details, users are advised to review the privacy policies of the specific third-party services mentioned here.

Due to the complex nature of tracking technologies, users who seek more information about their usage on this website are encouraged to reach out to the owner.