



ESPAÑOL

POR FAVOR LEA CON CUIDADO LOS TÉRMINOS Y CONDICIONES CONTENIDOS EN ESTE DOCUMENTO EN INGLÉS YA QUE CUALQUIER USO DE NUESTRAS WEB CONSTITUYE SU ACEPTACIÓN A LOS MISMOS. ¿NECESITA UN TRADUCTOR? ¡CONTACTANOS ANTES QUE UTILIZAR NUESTRAS WEB!

ITALIANO

PER FAVORE LEGGI CON ATTENZIONE I TERMINI E CONDIZIONI CONTENUTI IN QUESTO DOCUMENTO IN INGLESE PERCHÉ L'USO DEI NOSTRI SITI COSTITUISCE ACCETTAZIONE IMPLICITA. SERVE UN TRADUTTORE? CONTATTACI PRIMA DI USARE I NOSTRI SITI!

Information-Gathering Tools

AS YOU NAVIGATE OUR WEBSITES (HERETO "**OUR WEBSITES**" I.E. MAXPHO.COM, CLOUDSDATA.NET, WWW.MAXPHO.COM, WIKI.MAXPHO.COM, DEMO.MAXPHO.COM ETC...), MAXPHO INC. 2345 ROUTE 52 HOPEWELL JUNCTION NY 12533 ("**MAXPHO**") MAY ALSO COLLECT INFORMATION THROUGH THE USE OF INFORMATION-GATHERING TOOLS, SUCH AS COOKIE, WEB BEACONS AND SOCIAL MEDIA FEATURES ("**INFORMATION-GATHERING TOOLS**"). THIS DOCUMENT DESCRIBES THE TYPES OF INFORMATION-GATHERING TOOLS USED ON OUR WEBSITES AND HOW THIS INFORMATION MAY BE USED.

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1. COOKIES

For more general information on cookies see the Wikipedia article on HTTP Cookies.

a. How We Use Cookies

We use cookies for a variety of reasons detailed below. Unfortunately in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of the this site. Therefore it is recommended that you do not disable cookies.

b. The Cookies We Set

If you create an account with us then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out however in some cases they may remain afterwards to remember your site preferences when logged out.

We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

From time to time we offer user surveys and questionnaires to provide you with interesting insights, helpful tools, or to understand our user base more accurately. These surveys may use cookies to remember who has already taken part in a survey or to provide you with accurate results after you change pages.

When you submit data to through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.

In order to provide you with a great experience on this site we provide the functionality to set your preferences for how this site runs when you use it. In order to remember your preferences we need to set cookies so that this information can be called whenever you interact with a page is affected by your preferences.

c. Third Party Cookies

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

This site uses Google Analytics which is one of the most widespread and trusted analytics solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official Google Analytics page.

From time to time we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features these cookies may be used to ensure that you receive a consistent experience whilst on the site whilst ensuring we understand which optimisations our users appreciate the most.

As we sell products it's important for us to understand statistics about how many of the visitors to our site actually make a purchase and as such this is the kind of data that these cookies will track. This is important to you as it means that we can accurately make business predictions that allow us to monitor our advertising and product costs to ensure the best possible price.

We use adverts to offset the costs of running this site and provide funding for further development. The behavioural advertising cookies used by this site are designed to ensure that we provide you with the most relevant adverts where possible by anonymously tracking your interests and presenting similar things that may be of interest.

In some cases we may provide you with custom content based on what you tell us about yourself either directly or indirectly by linking a social media account. These types of cookies simply allow us to provide you with content that we feel may be of interest to you.

2. WEB BEACONS

Maxpho uses Web beacons to operate and improve Our Websites and our Client's website and email communications.

- a. Maxpho uses Web beacons alone or in conjunction with cookies.
- b. A web beacon is an object embedded in a web page or email, which unobtrusively (usually invisibly) allows checking that a user has accessed the content. Common uses are email tracking and page tagging for web analytics.

- c. For example, Maxpho could use web beacons in order to count and recognize users traveling around the different servers on the network. Rather than gathering statistics and managing cookies on all their servers separately, Maxpho can use web beacons to keep them all together. Or Maxpho may place Web beacons in marketing emails that notify when you click on a link in the email.

3. SOCIAL MEDIA FEATURES

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including; Facebook, Twitter, LinkedIn, YouTube, Google Plus, Instagram, Vimeo, Pinterest, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

4. MORE INFORMATIONS

Hopefully that has clarified things for you and as was previously mentioned if there is something that you aren't sure whether you need or not it's usually safer to leave cookies enabled in case it does interact with one of the features you use on our site. However if you are still looking for more information then you can contact us.