



## COOKIE POLICY

Updates December 2023

### COOKIE POLICY

Our Site uses cookies and/or other similar technologies such as device IDs, pixel tags and web beacons to collect and store information about you.

### WHAT ARE COOKIES?

Cookies are pieces of information or code that a website transfers to or accesses from your computer or device to store, and sometimes track, information about you.

Cookies let websites remember you and your preferences, manage different features and content, store searches, and personalise content.

### HOW DOES OUR SITE USE COOKIES?

Our Site uses cookies (alone or combined) to create a unique device ID and to distinguish you from other users. This helps us to improve your experience and improve our Site. We also use cookies to keep our Site secure and to understand how users navigate around the Site.

Some cookies only last while you use our Site. Some cookies are used to remember you when you visit again and will last for longer.

We use strictly necessary cookies if it is in our legitimate interests to do so (balanced with your rights). These are cookies where the storage of (or access to) information is essential rather than reasonably necessary. For instance, we need to use these cookies to provide a service to you. Additionally, these cookies can be strictly necessary to comply with a legal obligation that we are subject to.

We use all other cookies with your consent. You can choose which cookies to consent to through our Privacy Preference Centre which is available to you through our website.

### WHAT COOKIES DO WE USE?

We use the following types of cookies:

#### Activities strictly necessary for the operation of this Website and delivery of the Service

This Website uses so-called “technical” Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

- Other activities involving the use of Trackers.

- Experience enhancement

This Website uses Trackers to provide a personalised user experience by improving the quality of preference management options, and by enabling interaction with external networks and platforms.

- Measurement

This Website uses Trackers to measure traffic and analyse User behaviour to improve the Service.

## FUNCTIONAL COOKIES

Functional Cookies are essential for you to be able to move around the Website and use its functions. These Cookies enable the different functions of the Website, make your browsing more secure or provide functionalities that were previously requested by you. As they are necessary for the operation of the Website, these Cookies are enabled by default and cannot be refused.

We may use Cookies necessary to save your selection of Cookies in our Privacy Preference Centre, to stabilize your navigation or to make it more secure.

Name	Purpose	Supplier (first/ third)	Session/ Persistent	Expiry
Google reCAPTCHA	This type of service analyses the traffic of this Website, potentially containing Users' Personal Data, to filter it from parts of traffic, messages and content that are recognized as SPAM.	Third Party: Google Ireland Limited		_GRECAPTCHA: duration of the session rc::a: indefinite rc::b: duration of the session rc::c: duration of the session
Google Tag Manager	This type of service helps the Owner to manage the tags or scripts needed on this Website in a centralized fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.	Third Party: Google Ireland Limited		up to 2 years

These Cookies are necessary for the operation of the Website and therefore cannot be deactivated.

## PERSONALISATION COOKIES

These Cookies are those that allow information to be remembered so that you can access the service with certain characteristics that may differentiate your experience from that of other users, such as, for example, the language of the website, the number of results to be shown when the user performs a search, the appearance or content of the service depending on the type of browser through which the user accesses the service or the region from which the user accesses the service, etc.

If this personalization is necessary for the operation of the Website or is requested directly by you, they will remain active as they are essential for the operation of the Website. In all other cases, you can accept or reject the installation of these Cookies.

Name	Purpose	Supplier (first/ third)	Session/ Persistent	Expiry
Google Fonts	Google Fonts is a typeface visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.	Third Party: Google Ireland Limited		
Google Maps widget (Google Ireland Limited)	Google Maps is a maps visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.	Third Party: Google Ireland Limited		
YouTube video widget	YouTube is a video content visualisation service provided by Google Ireland Limited that allows this Website to incorporate content of this kind on its pages.	Third Party: Google Ireland Limited		PREF: 8 months VISITOR_INFO1_LIVE: 8 months YSC: duration of the session
Video Vimeo	Vimeo is a video content visualisation service provided by Vimeo, LLC that allows this Website to incorporate content of this kind on its pages.	Third Party: Vimeo, LLC		<ul style="list-style-type: none"> <li>•player: 1 year</li> <li>•vuid: 2 years</li> </ul>

### ANALYTICAL COOKIES

These Cookies make it possible to monitor and analyze user behavior, including assessing the impact of advertisements on our websites. The information collected through this type of Cookie is used to measure the activity of the Website to make improvements based on the analysis of the data on the use made by users of the service.

You can accept or reject the installation of these Cookies.

Name	Purpose	Supplier (first/ third)	Session/ Persistent	Expiry
Google Analytics 4	Google Analytics 4 is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and to share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data centre or server. Users can learn more by consulting Google’s official documentation.	Third Party: Google Ireland Limited		_ga: 2 years _ga_*: 2 years

## PRIVACY PREFERENCE CENTRE

You can choose which cookies (apart from those that are strictly necessary) you wish us to place on your device by setting your preferences in the Privacy Preference Centre which is accessible through the Cookie Banner. You can always change your settings and revoke your consent at any time.

## DISABLING COOKIES

You can also choose to disable cookies through browser settings. The effect of disabling cookies depends on which cookies you disable but, in general, the website may not operate properly if all cookies are switched off.

If you want to disable cookies on our website, you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use.

We set out here steps to follow for the most widespread browsers.

### Microsoft Internet Explorer

1. Select the Tools menu > Internet Options
2. Click on the Privacy tab
3. Click on Advanced within the Settings section and select the appropriate setting



### **Google Chrome**

1. Select Settings > Advanced
2. Under Privacy and Security > Content settings.
3. Click Cookies and select the relevant options

### **Safari**

1. Select Preferences > Privacy
2. Click on Remove all Website Data

### **Mozilla Firefox**

1. Choose the Tools menu > Options
2. Click on the Privacy icon
3. Select the Cookie menu and select the relevant options

### **Opera 6.0 and further**

1. Choose Files menu > Preferences
2. Select Privacy

We may also separately prompt you regarding our use of cookies on the Site.

### **Contact Us**

If you have any questions about how we use cookies, please contact us at [privacy@markem-imaie.com](mailto:privacy@markem-imaie.com)

### **Updating this Cookie Policy**

We may update our use of cookies from time to time and consequently, we may update this policy. We, therefore, recommend that you check this policy regularly. We will notify you of any significant changes by way of a notice on our website or by contacting you directly where reasonably possible.