



Cookie Policy

maxaa Ltd. respects the privacy of its users ("user" or "you") that use our website located at www.maxaa.eu, including other media forms, media channels, mobile website or mobile application related or connected thereto collectively, the "Website".

When you first visit our website www.maxaa.eu, we will ask you to consent to our use of cookies in accordance with the terms and conditions of this Privacy Policy.

Information from Cookies and Other Technologies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use cookies for the following purposes:

- authentication - we use cookies to identify you when you visit our website and as you navigate our website.
- status - we use cookies to help us to determine if you are logged into our website.
- personalisation - we use cookies to store information about your preferences and to personalise the website for you.
- security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally.
- advertising - we use cookies to help us to display advertisements that will be relevant to you.
- analysis - we use cookies to help us to analyse the use and performance of our website and services.
- cookie consent - we use cookies to store your preferences in relation to the use of cookies more generally



We collect information when you access content, advertising, sites, interactive widgets, applications, and other products (both on and off of our Services) where maxaa's data collection technologies (such as web beacons, development tools, cookies and other technologies, etc.) are present. These data collection technologies allow us to understand your activity on and off our Services and to collect and store information when you interact with Services we offer to partners.

This information also includes the kind of content or ads served, viewed or clicked on; the frequency and duration of your activities; the sites or apps you used before accessing our Services and where you went next; whether you engaged with specific content or ads; and whether you went on to visit an advertiser's website, downloaded an advertiser's app, purchased a product or service advertised, or took other actions.

Cookies used by our service providers

Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy>.

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

<https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
<http://www.opera.com/help/tutorials/security/cookies/> (Opera);
<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer); <https://support.apple.com/kb/PH21411> (Safari); and <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about



your online browsing activities monitored and collected. This website does currently respond to DNT browser signals or mechanisms.

Information from Others

We collect information about you when we receive it from other users, third parties, and affiliates, such as:

- When you connect your account to third-party services or sign in using a third-party partner (like Facebook or Google).
- From publicly available sources.
- From advertisers about your experiences or interactions with their offerings.
- When we obtain information from third-parties or other companies, such as those that use our Services. This may include your activity on other sites and apps as well as information those third parties provide to you or us.