

COOKIE POLICY

The Makro Labelling Srl website uses cookies and similar technologies to ensure proper functioning and improve the user experience of online applications. This document provides detailed information on the use of cookies and similar technologies, how they are used by Makro Labelling Srl and how to manage them.

Definitions

Cookies are small text strings that sites visited by the user send to the user's terminal (usually to the browser), where they are stored and then retransmitted to the same sites the next time the same user visits. Cookies are stored, according to user preferences, by the individual browser on the specific device used (computer, tablet, smartphone), they can also be third-party cookies.

Types of cookies, depending on their characteristics and use, cookies can be divided into different categories:

- **Strictly necessary cookies:** These cookies are indispensable for managing access to the functions of the site and page updating. The duration of these cookies is strictly limited to the work session (when you close the browser they are deleted). Your consent is not required for these cookies.
- **“Technical” or “preference” cookies** (analysis and performance): These are cookies used to anonymously collect and analyse site traffic and usage. These cookies, while not identifying the user, make it possible, for example, to detect whether the same user logs in again at different times. They also make it possible to monitor the system and improve its performance and usability. Some pages of the Makro Labelling Srl site may store user preferences regarding language, font size and preferred display mode (graphical, high-contrast or text) for the purpose of content accessibility. Deactivating these cookies can be done without any loss of functionality. When these cookies provide anonymised data, they are treated as necessary cookies and do not need your consent.
- **Statistical cookies:** These are cookies that help Makro Labelling Srl understand how visitors interact with the site by collecting and transmitting information. Your consent is required to activate these cookies.
- **Profiling and marketing cookies:** These are permanent cookies used to identify (anonymously and non-anonymously) user preferences, track users and create profiles in order to and improve their browsing experience and provide personalised advertising. Your consent is required to activate these cookies.

Cookies duration

Some cookies (session cookies) remain active only until the browser is closed, other cookies “survive” the closing of the browser and are also available on subsequent user visits. These cookies are called persistent and their duration is fixed by the server when they are created. In some cases, an expiry date is set, in others the duration is unlimited. To find out in detail how long cookies are kept on your device please click [HERE](#). Browsing through the pages of the Makro Labelling Srl site, you may interact with sites managed by third parties that may create or modify persistent and profiling cookies. For more information, please visit the Cookie policies of these sites.

Managing Cookies

The user can decide whether or not to accept cookies by using the cookie banner when opening the web page, by freely activating cookies; or he/she can use the settings of his/her browser. The total or partial disabling of technical cookies or preferences does not affect the use of Makro Labelling Srl website functionalities. The setting can be defined specifically for different sites and web applications.

Changing cookie consent

To change your consent regarding the Cookies used by the Makro Labelling website Click [HERE](#)

Cookies used by the Makro Labelling Srl site

To find out which cookies may be used by the Makro Labelling Srl website click [HERE](#)