

Cookie Policy

Effective Apr 01,2020

MAX EUROPE BV and MAX USA Corp. (together, the "MAX Group") ("us", "we", or "our"), use cookies on its websites listed below to provide users with a better experience when using the websites. Cookies also help provide information that lets us continue to improve our websites, listed below (together, the "MAX Group websites"):

www.maxusacorp.com

www.max-europe.com

Please read this cookie policy carefully for more details about the way we use cookies.

By clicking on the "Accept & Close" button on the MAX Group websites that links to this cookie policy, you are agreeing that we can "use" (collect, save, store, change, transfer and delete) cookies as described below. You are further confirming that personal data generated by the cookies may also be stored by MAX Group in the United States and in France in accordance with your domestic privacy law. You can always modify or revoke your consent by contacting us at maxcorp@maxusacorp.com (for users in the United States) or privacypolicy@max-europe.com (for users in Europe).

Your Consent & Choices About Cookies

On your first visit to this website, you saw a pop-up to inform you about the purposes for which cookies are being used and the means to control them. You may withdraw your cookie consent(s) at any time by following the instructions in this policy.

If you have any privacy related questions about this cookie policy, please contact us at maxcorp@maxusacorp.com (for users in the United States) or privacypolicy@max-europe.com (for users in Europe) . If you want to modify or withdraw your consent under this policy, please contact us at maxcorp@maxusacorp.com (for users in the United States) or privacypolicy@max-europe.com (for users in Europe) .

Managing Cookies and Your Browser Settings

Most browsers allow you to manage your cookie settings as described below. Note that by disabling certain categories of cookies, you may be prevented from accessing some features of our website or certain content may not be available. Cookie settings generally are found in the "options" or "preferences" menu of your browser. In order to understand these settings, the following links may be helpful. Otherwise, you should use the "Help" option in your browser for more details.

(a) [Cookie settings in Internet Explorer](#)

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

(b) Cookie settings in Firefox

<http://support.mozilla.org/en-US/kb/cookies>

(c) Cookie settings in Chrome

<https://support.google.com/chrome/answer/95647?hl=en>

(d) Cookie settings in Safari on Mac

(<https://help.apple.com/safari/mac/9.0/#/sfri11471>) and Safari on iPhone, iPad, or iPod touch (<https://support.apple.com/en-gb/HT201265>).

Cookies placed on your browsing device by a third party can also be managed through your browser (as described above) or by checking the third party's website for more information about cookie management and how to "opt-out" of receiving cookies from them.

Cookie Definition.

A cookie is a small text file generated by a website you visit and saved by your web browser to your device's hard disk (e.g., your computer or smartphone), either temporarily for that session only or as a "persistent" cookie (as detailed in the chart below). Its purpose is to help the website remember information about your visit, such as your preferred language and other preferences. This can make the site more useful to you. Some cookies have very specific functions. For example, authentication cookies are used to let the site identify when a user is logged into a secure area. Tracking cookies are used to compile records of browsing behavior through a site. Cookies are browser-specific, so each browser on your device can have a different set of cookies. They can only be read by the website that created them or by the site that owns the resource tied to a cookie (i.e., analytics, social media, video players).

How Cookies are Used

Cookies perform various tasks, including (1) helping you navigate between pages efficiently, (2) improving your browsing experience, (3) remembering your preferences, and (4) helping website owners understand how their website is being used. Cookies can also help ensure the marketing you see online is more relevant to you and your interests.

Types of Cookies

The types of cookies used on MAX Group's websites can generally be placed into one of the following four categories: strictly necessary; analytical/performance; functionality; and targeting/advertising. Each category is described below.

Note for users in the EEA: The data processing for our strictly necessary cookies is covered by our legitimate interests (Art. 6 (1) (f) GDPR). Strictly necessary cookies are essential and MAX Group neither seeks nor offers any rights relating to essential cookies. For all other cookies, the data processing is based on your consent (Art. 7 (1) GDPR).

Strictly Necessary Cookies

These cookies are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or to navigate our website and use its basic features.

Analytical/Performance Cookies

These cookies are used to provide statistical information such as the number of visitors to our website in an aggregated and anonymized fashion, and to see how visitors navigate our website when they are using it. This helps us to improve our website, for example, by ensuring that users are finding what they are looking for easily. We may use third-party analytic tools, such as Google Analytics, to help measure traffic and usage trends for the Online Services and to understand our users' demographics.

You can learn more about Google's practices at <http://www.google.com/policies/privacy/partners>, and view its currently available opt-out options at <https://tools.google.com/dlpage/gaoptout>

Functionality Cookies

These cookies allow us to personalize our content for you and remember your preferences, such as choice of language or region, and provide enhanced features. These can include cookies set when you use specific features of the site, which may include some third-party tools. They do not track your activity on other sites.

Targeting/Advertising Cookies

These cookies can be used to deliver ads or profile users across networks. They are also used by some social sharing tools and platforms, including YouTube, Facebook, etc., to identify visitors across any site they visit while using those plugins. These are generally third party, persistent cookies.

Duration of Cookies

The length of time a cookie will stay on your browsing device depends on whether it is a "persistent" or "session" cookie. Session cookies remain on your device until you stop browsing during a single session. Persistent cookies stay on your browsing device until they expire or are manually deleted by the user. Additional details regarding "persistent" and "session" cookies set through MAX Group websites can be found in the section below entitled "Cookies Used by MAX Group".

First and Third Party Cookies

"First party cookies" are cookies that belong to MAX Group and that MAX Group places on your device. "Third party cookies" are cookies set by a different domain or site, typically when you use a specific function of the site such as playing a video or sharing a page. We do not always control how third party cookies are used. You should check the third party's website for more information about how they use cookies. Details of third parties that set cookies through MAX Group websites can be found in the section below entitled "Cookies Used by MAX Group."

Google Analytics Cookies

Our websites use Google Analytics based on our justified interests (Art. 6 (1) (f) GDPR) to help us analyze how site visitors use our sites and to continuously improve the user experience.

Google Analytics uses cookies to monitor traffic levels, search queries, and site visits. These cookies enable Google to determine whether you are a return visitor to the site, and to track the pages that you visit during your session. Please see our table below ("Cookies used by Advertisement Partners") for more details.

Google Analytics may store internet protocol ("IP") addresses on its servers in the US and elsewhere. An IP address is a unique number assigned to each device (such as your computer) that allows it to communicate with other devices on a computer network (such as modems, printers or other computers). MAX Group uses IP masking with all data collection involving site analytics. Neither MAX Group nor Google associate an IP address with any information that can identify the user personally.

If you would like to opt out of Google Analytics entirely, Google has developed an opt-out browser add-on that you can download and install for your web browser here: <https://tools.google.com/dlpage/gaoptout/>.

Cookies used by MAX Group

The following tables identify the cookies that are used on MAX Group's websites. The types of information collected by cookies are also identified in the tables below. MAX Group does not collect any personal data through our first party cookies, nor do we share any personal information gathered with third parties. We will update the information from time to time, so we may need to obtain your consent again. If you would like information on cookies used over the last 12 months, please contact us at maxcorp@maxusacorp.com (for users in the United States) or privacypolicy@max-europe.com (for users in Europe).

Cookies used by Advertisement Partners

Our trusted tracking and advertising partners use first- and third-party cookies. You can find detailed information about their cookies and partners in the list below.

Name of Advertisement Partner	Cookie Name/ID	Link to cookie policy
Strictly necessary		
Company name(Service name)	OptanonAlertBoxClosed	https://www.onetrust.com/cookie-policy/
	OptanonConsent	
	wp-setteings-1	https://wordpress.org/about/privacy/cookies/
	wp-settings-time-1	
Targeting		
	1P_JAR	https://policies.google.com/privacy
	_ga	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage
	_gat_gtag_UA[...]	
Performance		
	_gid	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage