



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 in order to provide a service to you. Additionally, these cookies can be strictly necessary in order 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:

Functional, Analytical and Advertising cookies.

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
ASP.NET_SessionId	Used to maintain the Session	First Party	Session	Session
Necessary Cookies	Used by set Cookies Preferences	First Party	Persistent	60 days
Performance Cookies	Used by set Cookies Preferences	First Party	Persistent	60 days
Analytics Cookies	Used by set Cookies Preferences	First Party	Persistent	60 days
CONSENT	Used by Google to store the cookie preferences of the user.	Third Party	Persistent	2 years

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

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 in order 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
_gat	This cookie name is associated with Google Analytics. Used to distinguish users.	First Party	Persistent	2 years
_ga	This cookie name is associated with Google Analytics. Used to throttle request rate.	First Party	Session	1 minute
_gid	This cookie name is associated with Google Analytics. Used to distinguish users.	First Party	Persistent	24 hours

ADVERTISING COOKIES

These Cookies are those that store information on the behavior of users obtained through the continuous observation of their browsing habits, which allows the development of a specific profile to display advertising based on this or to carry out certain treatments and advertising actions. Similarly, through the use of these Cookies you may receive advertisements about our services on third-party websites.

You can accept or reject the installation of these Cookies.

Name	Purpose	Supplier (first/ third)	Session/ Persistent	Expiry
__ss	SharpSpring Tracking Cookie and Session Identifier Tokens. These cookies are used to track visitors and form submissions.	Third Party	Persistent	1 day
__ss_tk	SharpSpring Tracking Cookie and Session Identifier Tokens. These cookies are used to track visitors and form submissions.	Third Party	Persistent	1 year
__ss_referrer	SharpSpring Tracking Cookie and Session Identifier Tokens. These cookies are used to track visitors and form submissions.	Third Party	Persistent	1 hour
koitk	SharpSpring Tracking Cookie	Third Party	Persistent	1 year
anj	SharpSpring Tracking Cookie	Third Party	Persistent	1 year
uuid2	SharpSpring Tracking Cookie	Third Party	Persistent	1 year
pa_google_ts	SharpSpring Tracking Cookie	Third Party	Persistent	2 years
pa_openx_ts	SharpSpring Tracking Cookie	Third Party	Persistent	2 years
pa_rubicon_ts	SharpSpring Tracking Cookie	Third Party	Persistent	2 years
pa_uid	SharpSpring Tracking Cookie	Third Party	Persistent	2 years
pa_yahoo_ts	SharpSpring Tracking Cookie	Third Party	Persistent	1 year
icu	SharpSpring Tracking Cookie	Third Party	Persistent	1 year
usersync	SharpSpring Tracking Cookie	Third Party	Persistent	1 year
uids	SharpSpring Tracking Cookie	Third Party	Persistent	1 year

lidc	Used by LinkedIn to optimize data center selection	Third Party	Persistent	24 hours
lang	Used by LinkedIn to remember a user's language setting	Third Party	Session	Session
liap	Used by LinkedIn. Used by non-www.domains to denote the logged in status of a member.	Third Party	Persistent	1 year
bcookie	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform	Third Party	Persistent	2 years
UserMatchHistory	LinkedIn Ads ID syncing	Third Party	Persistent	30 days
aam_uuid	Set for ID sync for Adobe Audience Manager	Third Party	Persistent	30 days
_guid	Used to identify a LinkedIn Member for advertising through Google Ads	Third Party	Persistent	90 days
Liap	Used by non-www.domains to denote the logged in status of a member	Third Party	Persistent	1 year
AnalyticsSyncHistory	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	Third Party	Persistent	30 days
AMCV_14215E3D5995C57C0A495C55%40AdobeOrg	Unique Identifier for Adobe Experience Cloud	Third Party	Persistent	180 days
li_gc	Used to store consent of guests regarding the use of cookies for non-essential purposes	Third Party	Persistent	2 years
li_sugr	Is used by LinkedIn to store and track a visitor's identity	Third party	Persistent	90 days

lms_ads	Is used by LinkedIn to store and track visit across websites.	Third party	Persistent	30 days
lms_analytics	Is used by LinkedIn to store and track a visitor's identity	Third party	Persistent	30 days
li_mc	Used by LinkedIn as a temporary cache to avoid database lookups for a member's consent for use of non-essential cookies and used for having consent information on the client side to enforce consent on the client side	Third party	Persistent	6 months

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

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 were reasonably possible.