

# Meilleur Media

## Cookie Policy

In this Cookie Policy we, Meilleur Media of Kupravas 41-30 (hereinafter "Meilleur Media" or "we") operating [www.meilleur.media](http://www.meilleur.media) inform you about cookies and ways to manage your consent. Meilleur Media respects your privacy and takes the protection of your Personal Data very seriously.

For more information about how we protect your Personal Data, please see our Privacy Policy.

### Why do we provide information about cookies?

The provision of information about our use of cookies is in accordance with the Latvia's Personal Data Processing Law (PDPL). As well as the EU's Privacy and Electronic Communications Directive (PECD) and of course, the General Data Protection Regulation (GDPR). The legal basis for the collection of your Personal Data through cookies, is your consent.

### What are cookies?

Cookies are small files that are stored on your computer when you visit a website. The next time you visit, the website can recognise the file. The files are thus typically used to compile statistics or for behavioral advertising purposes. Cookies help us to provide you with our services on our website and are partly necessary for website functionality purposes. The Personal Data stored in our cookies is encrypted.

### How long are cookies stored?

Cookies are stored on your computer for different lengths of time depending on their type. From a technical point of view, a distinction is made between two types of cookies:

- *Session cookies*: session cookies are used, for example, to temporarily store the items in your shopping cart while you navigate the website. Session cookies are not stored on your device and disappear when you close your browser.
- *Persistent Cookies*: Persistent cookies are stored as text files on your device. Persistent cookies allow our server to recognise your device the next time you visit our website.

### How cookies are used

When you use and access a website, the website operator(s) may place a number of cookie files in your web browser to help determine and identify returning visitors, the type of content a user of a website, the amount of time each user spends in a particular area of a website.

A distinction is made between session and persistent cookies, and the different types of cookies to operate a website:

The least privacy invasive type of cookies are *Essential or Necessary cookies*. These cookies are essential or necessary to ensure that a website works properly and is secure so that you can navigate a website and use its features. Without these cookies, certain features of a website would not function, and thus you would not be able to use certain services.

There are also *Functional cookies* or sometimes called convenience cookies. These cookies allow a website to remember the options a user has made (including user ID's stored, consents given, or languages selected) and other personalization options you have selected when browsing.

Further there are also *Analysis and performance cookies*, which are used to monitor and improve the function and service of a website. Those can track down problems when using a website, facilitate online surveys, record visitor numbers, and provide analytics metrics.

*Lastly, advertising cookies or targeting cookies*. They are used to deliver customized advertising to the user. This can be very convenient, but also very annoying.

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### *Google Analytics*

Google Analytics is a web analytics service offered by [Google LLC](#) that tracks and reports website traffic. When Google Analytics is used, interactions of website visitors are primarily recorded and systematically evaluated with the help of analytical cookies. The following data is processed through the use of Google Analytics:

- 3 bytes of the IP address of the called system of the website visitor (anonymized IP address),
- the website called up,
- the website from which the user reached the accessed page of my website (referrer),
- the subpages accessed from the website,
- the time spent on the website
- the frequency with which the website is accessed.

Google states that it will not associate your IP address with any other data held by Google. You can prevent the storage of cookies by setting your browser accordingly. You can also prevent the collection of the data generated by Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

### **How can I prevent and delete cookies?**

When you visit our website, one or more cookies are automatically stored on your device. If you do not want this to happen, it is best to use the following links (depending on the browser you use) to set your browser to prevent cookies from being stored on your computer in the future. [Google Chrome](#) [Mozilla Firefox](#) [Flash cookies](#) [Microsoft Edge and IE](#) [Opera](#) [Safari](#)

If your browser is not listed above, it's best to check your browser's help menu or search the Internet for "cookies" in conjunction with your browser's name.

### **Does this policy change?**

We may update our Cookie Policy from time to time. The current version date of this Cookie Policy is Saturday, 26 November 2022. We recommend that you check here periodically for any changes to our Cookie Policy.

### **Who should I contact for more information?**

If you have any questions or comments about our Cookie Policy or wish to exercise your rights under applicable laws, please contact us at [info@meilleur.media](mailto:info@meilleur.media).