

## Cookies policy

The axenoistudio.com website uses cookies to analyze traffic.

"Cookies" play an important role in facilitating access to and delivery of multiple services that the user enjoys on the Internet, such as:

1. Customization of certain settings such as: the language in which a site is viewed.
2. Cookies provide site owners with valuable feedback on how their sites are used by users, so as to make them more efficient and accessible to users.
3. Allow multimedia or other applications from other sites to be included in a particular site to create a more valuable, useful and enjoyable browsing experience.
4. Improve the efficiency of online advertising.

### What is a "cookie"?

An "Internet Cookie" (also known as a "browser cookie" or "HTTP cookie" or simply a "cookie") is a small size file, consisting of letters and numbers, which will be stored on your computer, mobile terminal or other user equipment from which the Internet is accessed. The cookie is installed on a browser (eg Internet Explorer, Mozilla Firefox, Google Chrome) at the request of a web server, and is completely "passive" (does not contain software, viruses or spyware and cannot access the information on user's hard drive).

A cookie consists of 2 parts: the name and the content or value of the cookie. Moreover, the duration of a cookie is determined; technically, only the webserver that sent the cookie can access it again when a user returns to the website associated with that webserver.

Cookies, in themselves, do not require personal information in order to be used and, in most cases, do not personally identify internet users.

Cookies can be:

1. **Session cookies** - these are temporarily stored in the cookies folder of the web browser so that it can store them until the user leaves the respective website or closes the browser window (ex: when logging in / logging out on a webmail account or on social networks)
2. **Persistent cookies** - these are stored on the hard drive of a computer or equipment (and generally depend on the default lifetime for the cookie). Persistent cookies also include those placed by a website other than the one the user is currently visiting - known as 'third party cookies' - which can be used anonymously to memorize a user's interests so that the most relevant advertising for users is delivered.

### The advantages of cookies

A cookie contains information that links a web browser (user) to a specific web server (website). If a browser accesses that web server again, it can read the information already stored and can react accordingly. Cookies provide users with a pleasant browsing experience and support the efforts of many websites to provide comfortable services to users: e.g. - online privacy preferences, site language options, shopping carts or relevant advertising.

### **The lifespan of a cookie**

Cookies are administered by webservers. The lifespan of a cookie can vary significantly, depending on the purpose for which it is placed. Some cookies are used exclusively for a single session ('session cookies') and are no longer retained once the user has left the website, and some cookies are retained and reused each time the user returns to that website ('permanent cookie '). However, cookies can be deleted by a user at any time through the browser settings.

### **Cookies placed by third parties**

Certain sections of content on some sites may be provided through third parties / providers (e.g. news box, a video or an advertisement). These third parties may also place cookies through the site, being called "third party cookies," because they are not placed by the owner of that website. Third party providers must also comply with the current law and the site owner's privacy policies.

### **How cookies are used by this site:**

A visit to this site may place cookies according to the following purposes:

1. Required cookies .
2. Cookies for geotargetting.
3. Visitor analysis cookies.

These cookies may come from the following third parties: Google Analytics.

#### *Required Cookies*

**viewed\_cookie\_policy:** the presence of this cookie means that the user has been informed about the site's policy on the use of cookies. This cookie has a lifespan of one year.

**cookieLawinfo-checkbox-non-necessary:** this cookie stores the user's consent to accept any cookie that is not necessary for the operation of the site, but collects data through external elements, such as Analytics. This cookie has a lifespan of one year.

**cookieLawinfo-checkbox-necessary:** this cookie stores the user's consent to the acceptance of any cookie that is essential for the site to function properly. This category includes cookies that ensure the basic functionality of the site. They do not store personal information. This cookie has a lifespan of one year.

**pll\_language:** this cookie stores the user's preferred language to view the site content. This cookie has a lifespan of one year.

### *Cookies for visitor analysis*

Each time a user visits this site, the analytics software provided by a third party generates a user analysis cookie. This cookie tells us if you have visited this site before. The browser will tell us if you have this cookie, and if not, we will generate one. It allows monitoring the unique users who visit us and how often they do it. As long as you are not registered on this site, this cookie cannot be used to identify individuals, they are used only for statistical purposes.

**\_\_utmt:** this cookie is implemented by Google Analytics. According to their documentation, it is used to speed up the service request rate - limiting the collection of data on high traffic sites. Expires after 10 minutes.

**\_\_utmb:** this is one of the 4 main cookies implemented by Google Analytics and allows site administrators to track visitor behavior and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. Any activity of the visitor for the duration of 30 minutes is a visit, even if the user leaves and returns to the site. A return after 30 minutes will be considered a new visit.

**\_\_utmc:** this is one of the 4 main cookies implemented by Google Analytics and allows site administrators to track visitor behavior and measure site performance. Most sites do not use it, but it is necessary in order to allow interoperability with an older version of Google Analytics. In the old version, this cookie was used in combination with **\_\_utmb** to identify new sessions / visits of users returning to the site. When used by Google Analytics, it is a session cookie that is deleted whenever the user closes the browser. If it appears as a constant cookie, it is used by another technology.

**\_\_utma:** this is one of the 4 main cookies implemented by Google Analytics and allows site administrators to track visitor behavior and measure site performance. This cookie has a validity of 2 years and helps to differentiate between users and sessions. It is also used to calculate new visitors and those who return to the site.

**\_\_utmz:** this is one of the 4 main cookies implemented by Google Analytics and allows site administrators to track visitor behavior and measure site performance. This cookie identifies the traffic sources of the site and has a lifespan of 6 months.

**If you want to disable cookies used by Google Analytics see [here](#).**

### *Geotargetting cookies*

These cookies are used by a software that determines which country you come from. It is completely anonymous and it is only used to target content.

### **The importance of cookies for the Internet**

Cookies represent the central point of the efficient functioning of the Internet, helping to generate a friendly browsing experience which is adapted to the preferences and interests of each user. Declining or disabling cookies may make some sites impossible to use.

Refusing or disabling cookies does not mean that you will no longer receive online advertising - but only that it will no longer be able to take into account your preferences and interests, as highlighted by your browsing behavior.

Examples of important uses of cookies (which do not require user authentication through an account):

1. Content and services adapted to the user's preferences - categories of news, weather, sports, maps, public and governmental services, entertainment sites and travel services.
2. Offers adapted to users' interests - password retention, language preferences (e.g. displaying search results in Romanian).
3. Retention of child protection filters regarding Internet content (family mode options, safe search functions)
4. Limiting the frequency of ads - limiting the number of an ad impressions for a particular site user
5. Providing user-relevant advertising.
6. Measurement, optimization and analytics features - such as confirming a certain level of traffic on a website, what type of content is viewed and how a user reaches a website (e.g. through search engines, directly, from other websites etc.). Websites conduct these use analyses with a view to improving the sites for the benefit of their users.

### **Security and privacy issues**

Cookies are NOT viruses! They use plain text formats. They are not made up of pieces of code, so they cannot be executed or run by themselves. Consequently, they cannot be duplicated or replicated on other networks in order for them to run or be replicated again. Because they cannot perform these functions, they cannot be considered viruses.

Cookies may, however, be used for negative purposes. Because they store information about users' preferences and their browsing history, both on a particular site and on several other sites, cookies can be used as a form of Spyware. Many anti-spyware products are aware of this and constantly mark cookies to be deleted during anti-virus / anti-spyware deletion / scanning procedures.

In general, browsers have integrated privacy settings that provide different levels of acceptance of cookies, validity period and automatic deletion after the user has visited a particular site.

### **Other security issues related to cookies**

Because identity protection is very valuable and represents the right of every internet user, it is advisable to know what problems cookies can possibly create. Because through them information is

constantly transmitted in both directions, between the browser and the website, if an attacker or unauthorized person intervenes during the transmission of data, the information contained in the cookie may be intercepted. Although this is a rarity, it can happen if the browser connects to the server using an unencrypted network (e.g. an unsecured Wi Fi network).

Other cookie-based attacks involve incorrect cookie settings on servers. If a website does not require the browser to use only encrypted channels, attackers can use this vulnerability to trick browsers into sending information through unsecured channels. Attackers then use the information to gain unauthorized access to certain sites. It is very important to be careful in choosing the most appropriate method for personal information protection.

### **Tips for safe and responsible browsing, based on cookies**

Due to their flexibility and the fact that the majority of the most visited and largest sites use cookies, they are almost inevitable. Disabling cookies will not allow the user access to the most widespread and used sites including Youtube, Gmail, Yahoo and others. Here are some tips that can ensure your carefree browsing, but with the help of cookies:

Customize your browser settings for cookies to reflect a comfortable level of cookie - use security:

1. If you do not mind cookies and you are the only person using the computer, you can set long expiry dates for storing your browsing history and personal access data.
2. If you share access to your computer, you may want to consider setting your browser to clear your individual browsing data each time you close your browser. This is an option to access the sites that place cookies and to delete any visit information at the end of the browsing session.
3. Install and constantly update your antispymware applications.

Many of the spyware detection and prevention applications include site attack detection. This prevents the browser from accessing websites that could exploit browser vulnerabilities or download malicious software. **Make sure your browser is always up to date.** Many of the cookie-based attacks are launched by exploiting the weaknesses of older versions of browsers.

Cookies are everywhere and cannot be avoided if you want to enjoy access to the best and largest sites on the Internet - local or international. With a clear understanding of how they operate and the benefits they bring, you can take the necessary security measures so that you can surf the Internet with confidence.

### **How to stop cookies**

Disabling and refusing to receive cookies may make certain sites impractical or difficult to visit and use. Also, the refusal to accept cookies does not mean that you will no longer receive / see online advertising.

It is possible to set the browser so that these cookies are no longer accepted or you can set the browser to accept cookies from a specific site. But, for example, if you are not registered as using cookies, you will not be able to leave comments.

All modern browsers offer the ability to change cookie settings. These settings are usually found in your browser's "options" or "preferences" menu.