

Cookie Policy

Purpose

This Cookie Policy is designed to provide you with information about how Mega Fortris Middle East (“we”, “us”, “our”) uses cookies on our website, www.megafortris.ae (the “Website”), why we use them, and how you can manage your cookie preferences.

What is a Cookie?

A cookie is a small text file, which is unique to the web browser on your computer or your mobile device. These files are placed on your device when you visit a website, to help the website recognise your device and store information about your preferences or actions. Cookies serve various purposes, such as enabling website functionalities and improving your experience of using a website (for example, by remembering your preference settings and tracking your usage, so that it can be improved to meet your needs). They can also help to ensure that adverts you see online are more relevant to you and your interests. For more information about cookies, you can visit allaboutcookies.org.

Why we use Cookies

Cookies help us to provide you with a smooth and efficient browsing experience, by allowing you to navigate the Website easily, and ensuring it functions as you would expect it to. We also use cookies to analyse your interactions with the Website, as this helps us make informed decisions to enhance your browsing experience. Cookies also allow us to remember your preferences, and to tailor your interactions with our website to your needs.

We use cookies to collect information about your device including your IP address, operating system, and browser type, for system administration purposes. This is statistical data about your browsing actions and patterns. This data does not identify you as an individual. We do not use cookies to gain access to other data stored on your device, or to determine your email address. If you provide your consent, we may obtain information about your general internet usage by using a cookie file.

Managing Your Cookie Preferences

Unless the cookies are strictly necessary for the Website to function, we will obtain your consent before sending cookies to your device. You can set your cookie preferences when you arrive at the Website and change them at any time by clicking here.

If you have not adjusted your browser settings to block cookies, our system will issue cookies as soon as you visit the Website.

You can also manage your cookie preferences through your browser settings. Most browsers allow you to control cookies by adjusting settings to block or delete cookies. Please note that blocking essential cookies may impact the functionality of the website.

The following links may assist you in managing your cookies preferences, or you can use the 'Help' option in your internet browser for more details:

- Internet Explorer: <https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>
- Mozilla Firefox: <https://support.mozilla.com/en-US/kb/Cookies>
- Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647> [Google's Privacy & Terms site](#)
- Safari: <http://support.apple.com/kb/PH5042>
- Opera: <http://www.opera.com/browser/tutorials/security/privacy/>
- Adobe (flash cookies): <http://www.adobe.com/security/flashplayer/articles/iso/>

Unless the cookie is strictly necessary, you can withdraw your consent to our cookies at any time even if you have previously consented. Please note that if you do not consent to certain functionality cookies, parts of the Website may not work. For this reason, we will occasionally send you prompts which allow you to consent to a cookie you have previously rejected.

Types of Cookies Used on the Website

The tables below explain what cookies we use on our Website, why we use them and whether they are strictly necessary or another type of cookie e.g. "functionality" or "performance" cookies. We state in the table whether a cookie is a "persistent" or "session" cookie. The difference is that:

- Persistent cookies remain on your device between browsing sessions. These cookies are activated each time you visit the website that created that particular cookie. For example, where a "persistent cookie" is used by a website to remember your login details, you will not need to enter those details each time you visit that website.
- Session cookies allow website operators to link the actions of a user during a browser session. A browser session starts when you open the browser window and finishes when you close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

Some of our cookies are session cookies and will expire at the end of the browser session. However, if your browser is not closed for any reason, all our cookies will expire after 2 years.

We also state the party that sets the cookie in the tables below. Some of the cookies listed below are those set by our own Website when you visit. However, we also have cookies on our Website that are set by third parties, including YouTube, and Google. These third parties use cookies to understand your preferences and interests and to present you with personalised ads for products and services across a broad range of their own and other websites. These third parties have their own privacy and cookie policies (all linked below), we recommend checking their websites for information about how they use cookies and handle data.

Strictly Necessary Cookies

Strictly necessary cookies are essential to enable you to receive a service on a website. For example, cookies to operate online shopping baskets, do your internet banking or enable legal compliance (e.g. to keep your information safe). We would not be able to operate the Website without using the "strictly necessary" cookies listed below:

Cookie	Description	Persistent / Session	Party
_GRECAPTCHA	Stores a value used to verify that the user is not a bot	Persistent	This cookie is set by Google
rc::f	Used to track and analyse user behaviour to distinguish humans from bots or automated software.	Persistent	This cookie is set by Mega Fortris Middle East
_grecaptcha	Stores a value used to verify that the user is not a bot	Persistent	This cookie is set by Google
rc::a	Used to track and analyse user behaviour to distinguish humans from bots or automated software.	Persistent	This cookie is set by Mega Fortris Middle East
df-session	WordPress session cookie used to allow full functionality of website to load.	Session	This cookie is set by WordPress

Performance Cookies

Performance cookies collect information about how you use the Website. They allow us to recognise and count the number of visitors to the Website and allow us to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that you find what you are looking for more easily. These cookies do not collect information about your identity. The information these cookies collect is anonymous and is only used to improve the performance of the Website.

Cookie	Description	Persistent / Session	Party
_gat#	Enables Google Analytics to regulate the rate of requests. It is an HTTP cookie type that lasts for a session.	Session	This cookie is set by Mega Fortris Middle East

Gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	Persistent	This cookie is set by Mega Fortris Middle East
ga#	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions.	Persistent	This cookie is set by Mega Fortris Middle East
_gid	Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is an HTTP cookie type and expires after a browsing session.	Session	This cookie is set by Mega Fortris Middle East
#collect	Sends data such as visitor's behaviour and device to Google Analytics. It can keep track of the visitors across marketing channels and devices. It is a pixel tracker-type cookie whose activity lasts within the browsing session.	Session	This cookie is set by Mega Fortris Middle East
_ga	Records a particular ID used to generate data about website usage.	Session	This cookie is set by Mega Fortris Middle East
df-random-userid	WordPress Engine User ID Generator. Used to generate User ID for new customers.	Session	This cookie is set by WordPress

Functionality Cookies

Functionality cookies allow websites to remember the choices you make (such as your username, language, or the region you are in) and provide enhanced features. These cookies are also used to remember changes you have made to text size, font, and other parts of the web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog.

The information these cookies collect is usually anonymised and they do not gather information about you that could be used for advertising or remembering where you have been on the internet. The functionality cookies we use on the Website are set out below:

Cookie	Description	Persistent / Session	Party
NID	Set by Google to set a unique user ID to remember user preferences. Persistent cookie that stays for 182 days.	Persistent	This cookie is set by Google
wpEmojiSettingsSupports	WordPress Engine Emoji generator, used to track frequently used emoji's for user experience.	Session	This cookie is set by WordPress
NgY8CMctg5sBENy-yJoD,971043724300	Set by Google to store user action data, i.e. phone number, on vital pages.	Session	This cookie is set by Google
NgY8CMctg5sBENy-yJoD,971043724300_expiresAt	Set by Google to store user action data, i.e. email, on vital pages.	Session	This cookie is set by Google

Targeting Cookies

These cookies collect information about your browsing habits to make advertising relevant to you and your interests. These cookies collect the most information about users. The targeting cookies we use on the Website are set out in the table below:

Cookie	Description	Persistent / Session	Party
YSC	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.	Session	This cookie is set by YouTube
VISITOR_INFO1_LIVE	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.	Persistent	This cookie is set by YouTube
ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites	Persistent	This cookie is set by YouTube
yt-remote-device-id	YouTube sets this cookie to store the video preferences of the user using embedded YouTube videos.	Persistent	This cookie is set by YouTube
yt.innertube::requests	This cookie, set by YouTube, registers a unique ID to store data on what videos from YouTube the user has seen.	Persistent	This cookie is set by YouTube
yt-remote-connected-devices	YouTube sets this cookie to store the video preferences of the user using embedded YouTube videos.	Persistent	This cookie is set by YouTube
yt.innertube::nextid	This cookie, set by YouTube, registers a unique ID to store data on what videos from YouTube the user has seen.	Persistent	This cookie is set by YouTube
ytidb::LAST_RESULT_ENTRY_KEY	Stores the last result entry key used by YouTube.	Persistent	This cookie is set by YouTube
VISITOR_PRIVACY_METADATA	Stores the user's cookie consent state for the current domain	Persistent	This cookie is set by YouTube

Changes to this Policy

We may amend our cookie policy at any time, and we will notify you of any change by revising the date at the bottom of this Cookie Policy. The changes will take effect once they have been posted on the Website. We encourage you to review this Cookie Policy regularly.

Contact

If you want to contact us with any questions, comments, or complaints about how we collect, use, or retain cookies, please contact us using the details below:

- Attention: Alessio Veroli
- Address: Office 908, IT Plaza, Dubai Silicon Oasis
- Telephone number: +971 04 250 8034
- Email address: sales@megafortris.com

This Cookie Policy was last updated on 10 January 2024.