Cookies policy

Cookie Usage Policy

This information document is intended for users to review the presence and use of cookies on www.myloft.ro.ro

The information below is intended to inform the user about the placement, use and administration of "cookies" used by www.myloft.ro

Please read carefully the following information:

Cookies are small text files that can be used by websites to make their use more effective.

Your consent applies to the following domains and subdomains: www.myloft.ro

This site uses its own cookies and third parties to provide visitors with a much better browsing experience and services tailored to the needs and interests of everyone. In what we call "web 2.0," "cookies" play an important role in facilitating the access and delivery of multiple services the user enjoys on the Internet, such as:

• Customizing certain settings such as the language in which a site is viewed, the currency in which certain prices or tariffs are expressed, the keeping of options for different products (measures, other details, etc.) in the shopping cart (and saving of these options) - generating so the flexibility of the "shopping cart" (accessing old preferences by clicking the 'forward' and 'back' buttons)

• Cookies provide site owners with valuable feedback on how their sites are used by users so they can make them even more effective and accessible to users.

• 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;

• Improve the efficiency of online advertising.

The law stipulates that we may store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies, we need your permission.

WHAT IS COOKIE?

A "Cookie Internet" (also known as "cookie browser" or "HTTP cookie" or simply "cookie") is a small file of letters and numbers that will be stored on your computer, other equipment of a user on which the Internet is accessed. The cookie is installed through a web browser's browser request (eg Internet Explorer, Chrome) and is completely "passive" (it does not contain software, viruses or spyware and can not access the information on the user's hard drive).

A cookie consists of two parts: the name and the content or the value of the cookie. Furthermore, 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 site associated with that webserver.

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

There are 2 large COOKIE CATEGORIES:

Session cookies - they are temporarily stored in the web browser's cookie folder to save them until the user exits the web site or closes the browser window (for example, when logging / deleting on a webmail account or on social networks).

Persistent cookies - These are stored on the hard drive of a computer or device (and generally depends on the cookie's default life). Persistent cookies include those placed by a site other than the one the user is currently visiting - known as 'third party cookies' - which can be used anonymously to memorize the interests of a user, so that advertising is delivered as relevant as possible to users.

WHAT ARE THE ADVANTAGES OF COOKIES?

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

WHAT IS A COOKIE'S LIFE?

Cookies are managed by web servers. The life of a cookie may vary significantly, depending on the purpose for which it is placed. Some cookies are used exclusively for one session (session cookies) and are no longer retained once the user has left the site and some cookies are retained and re-used whenever the user returns to that site ('cookie- permanent '). However, cookies can be deleted by a user at any time through browser settings.

WHAT ARE COOKIES THROUGH THERES?

Certain sections of content on some sites may be provided through third parties / suppliers (eg news box, video or advertisement). These third parties may also place cookies through the site and they are called "third party cookies" because they are not placed by the owner of that site. Third-party vendors must also comply with the applicable law and the site's privacy policies.

HOW COOKIES ARE USED BY THIS SITE

A visit to this site may place cookies for purposes of:

• Site performance cookies

• Visitor analysis cookies

• Cookies for geotargetting

• Recording cookies

• Cookies for advertising

• Advertiser cookies

These cookies may come from the following third parties: (Google, Facebook, Youtube, etc.)

COOKIES OF PERFORMANCE

This type of cookie retains the user's preferences on this site, so they no longer need to be set on every site visit.

COOKIES FOR VISITORS ANALYSIS

Whenever a user visits this site, third-party analytics software generates a user's analysis cookie. This cookie tells us if you have visited this site so far. The browser will tell us if you have this cookie, and if not, we will generate one. It allows the monitoring of the unique users who visit us and how often they do it. As long as you are not registered on this site, this cookie can not be used to identify individuals, they are used for statistical purposes only. If you are registered, we may also know the details you have provided us, such as your e-mail address and username - subject to the confidentiality and provisions of the Terms and Conditions, the Privacy Policy and the legislation force with regard to the protection of personal data.

COOKIES FOR GEOTARGETTING

These cookies are used by software that determines where you come from. It is completely anonymous and is only used to target the content - even when you are on our page in Romanian or in another language you receive the same advertisement.

Registration Cookies When you sign up for this site, we generate a cookie that tells us if you are registered or not. Our servers use these cookies to show us your account and if you have permission for

a particular service. It also allows us to associate any comments you post on our site with your username. If you did not select "keep me registered," this cookie will automatically delete when you close your browser or computer.

COOKIES FOR ADVERTISING

These cookies let us know whether or not you've seen an online ad, what is its type, and how long it has been since you saw the ad message. These cookies are also used to target online advertising. We may also use 3rd-party cookies for better advertising targeting, for example, showing holiday ads if the user has recently visited an article on vacancies. These cookies are anonymous, they store information about the viewed content, not the users. We also set up anonymous cookies through other sites that we advertise. By accepting them, we can use them to recognize you as a visitor to that site if you later visit our site, we will be able to deliver advertising based on this information.

COOKIES OF ADVERTISING SUPPLIERS

Much of the advertising you find on this site belongs to third parties. Some of these parties use their own anonymous cookies to analyze how many people have been exposed to an ad, or to see how many people have been exposed multiple times to the same ad.

The companies that generate these cookies have their own privacy policies and this site does not have access to read or write these cookies. Third-party cookies can be used to show your target advertising on other sites, based on your browsing on this site.

OTHER COOKIES OF THIRD PARTIES

On some pages, third parties can set their own anonymous cookies in order to track the success of an application, or to customize an application. Because of its use, this site can not access these cookies, just as third parties can not access cookies owned by this site. For example, when you share an article using the social network button on this site, that social network will record your activity.

WHAT TYPE OF INFORMATION IS STORED AND ACCESSED THROUGH THE COOKIES?

Cookies keep information in a small text file that allows a site to recognize a browser. The Webserver will recognize the browser until the cookie expires or is deleted.

The cookie stores important information that enhances Internet browsing experience (eg, setting the language of a site, keeping a user logged in to your webmail account, online banking security, keeping your products in the shopping cart)

WHY ARE IMPORTANT COOKIES FOR THE INTERNET?

Cookies are the central focus of the efficient Internet, helping to generate a friendly browsing experience and tailored to the preferences and interests of each user. Denying or disabling cookies can make some sites unusable.

Denying or disabling cookies does not mean you will not receive online advertising - just that it will no longer be able to keep track of your preferences and interests highlighted by your browsing behavior.

EXAMPLES OF IMPORTANT CONSIDERATIONS OF COOKIES (WHICH DO NOT REQUIRE A MEMBERSHIP TO BE USED BY AN ACCOUNT):

Content and services tailored to user preferences - news categories, weather, sports, maps, public and government services, entertainment sites and travel services.

Offers tailored to users' interests - remembering passwords, language preferences (Ex: displaying search results in English).

Retrieve Child Protection Filters for Content on the Internet (family mode options, safe search functions).

Limit ad serving frequency - limit the number of impressions of an ad for a particular user on a site.

Provide more relevant advertising for the user.

Measurement, optimization, and analytics features - such as confirming a certain level of traffic on a site, what type of content is viewed, and how a user reaches a site (eg through search engines, directly from other sites, etc.). Sites run these analyzes of their use to improve sites for the benefit of users.

SECURITY AND PROBLEMS REGARDING CONFIDENTIALITY

Cookies are NOT Viruses! They use plain text formats.

They are not made up of pieces of code so they can not be executed or can auto-run. Consequently, they can not duplicate or replicate on other networks to run or replicate again. Because they can not perform these functions, they can not be considered viruses.

Cookies can still be used for negative purposes. Because it stores information about user preferences and 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 consistently mark cookies to be deleted in anti-virus / anti-spyware removal / scanning procedures. In general, browsers have built-in privacy settings that provide different levels of cookie acceptance, shelf life, and automatic deletion after the user has visited a particular site.

Other security issues related to cookies

Since identity protection is very valuable and is the right of every internet user, it is advisable to know what issues can create cookies. In order to transmit information between the browser and the site constantly in both directions, if an attacker or unauthorized person intervenes in the data transmission path, the information contained in the cookie can be intercepted. Although very rarely, this can happen if the browser connects to the server using an unencrypted network (eg an unsecured WiFi network).

Other cookie-based attacks involve bad cookie settings on servers. If a site does not require the browser to use only encrypted channels, attackers can use this vulnerability to prevent browsers from sending information via unsecured channels. Attackers then use the information for the purpose of unauthorized access to certain sites. It is very important to be careful in choosing the most appropriate method of protecting personal information.

TIPS FOR A SAFE AND RESPONSIBLE NAVIGATION BASED ON COOKIES.

Due to their flexibility and the fact that most of the most visited sites and the biggest ones use cookies, they are almost inevitable. Disabling cookies will not allow the user to access the most popular and used sites including Youtube, Gmail, Yahoo and others.

Tips that can help ensure that you browse without worries by using cookies:

Customize your browser settings for cookies to reflect a comfortable level for your cookie security.

If you do not mind cookies and you are the only person using your computer, you can set expiration dates to store your browsing history and personal access data.

If you share your computer access, you can consider the browser setting to delete your individual browsing data each time you close your browser. This is a way to access sites that place cookies and delete any business information when you close the browsing session.

Install and constantly update your antispyware applications.

Many of the applications for detection and prevention of spyware include the detection of attacks on sites. This prevents your browser from accessing sites that could exploit browser vulnerabilities or download dangerous software. Make sure your browser is always up-to-date. Many of the cookies attacks are exploited by exploiting the weaknesses of the old versions of browsers.

Cookies are everywhere and can not be avoided if you want to enjoy access to the best and greatest websites on the Internet - local or international. With a clear understanding of how they work and the benefits they bring, you can take the necessary security measures so you can browse with confidence on the internet.

HOW CAN COOKIES STOP?

Disabling and refusing to receive cookies can make some sites unfeasible or difficult to visit and use. Also, refusing to accept cookies does not mean you will not get / see online advertising anymore. It is possible to set up the browser so that these cookies are no longer supported or you can set the browser to accept cookies from a particular site. But for example, if you are not registered 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.

To understand these settings, the following links may be useful, otherwise you can use the browser's "help" option for more details.

Cookie settings in Internet Explorer

http://support.microsoft.com/kb/196955

Cookie settings in Firefox

http://support.mozilla.org/en-US/kb/cookies-information-sites-store-on-your-computer?redirectlocale=en-US&redirectslug=Cookies

Cookie settings in Chrome

http://support.google.com/chrome/bin/answer.py?hl=ro&answer=95647

Cookie settings in Safari

http://support.apple.com/kb/PH5042

For third-party cookie settings, you can also check the site:

http://www.youronlinechoices.com/ro/

USEFUL LINKS

If you want to know more about cookies and what they are used for, we recommend the following links:

Microsoft Cookies guide

http://www.microsoft.com/info/cookies.mspx

All About Cookies

http://www.allaboutcookies.org/

You have the following website to provide more information about privacy related to online advertising:

http://www.youronlinechoices.com/ro/

For more details on privacy issues, you can also access the following links:

www.youronlinechoices.eu/ro

http://www.iabeurope.eu/cookies-faq/internet-cookies --- increasing-and-enhancing-yourinternet-surfing-experience / what-are-cookies-how-do-they- faq.aspx