

# Cookies policy

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The security of your data is the most important to us, that's why we take any aspect of your data protection seriously.

As of 25 May 2018, EU Regulation 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC has been implemented (General Data Protection Regulation) known as the GDPR (General Data Protection Regulation). This means that any Operator / entity processing personal data must apply these new requirements and provide in a transparent manner information on how the data is processed.

Given the need to comply with the provisions of the GDPR, as well as that they are dedicated to taking care of personal details (which may include name, surname, e-mail address, etc. depending on the purpose of the processing) that are found in our database, we inform you that they are used only for the purpose of successfully completing the processes carried out in relation to you (we mention several processes without limiting ourselves to them: reservation / sale / order fulfillment , transport and deliveries, customer relationship maintenance).

To improve your online browsing experience, we use cookies that facilitate the use of the site <https://www.schela.com/> by visitors.

The full list of third-party cookies can be found below.

## **1. WHAT IS A "COOKIE"?**

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

A cookie consists of two parts: the name and the content or value of the cookie. Moreover, the lifespan of a cookie is determined; technically, only the server that sent the cookie can access it again when a user returns to the site associated with the web server.

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

- Customize certain settings such as: the language in which a site is viewed, the currency in which certain prices or rates are expressed, keeping options for various products (quantity, other details, etc.).
- Cookies provide site owners with valuable feedback on how their sites are used by users so that they can make them more efficient 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.

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

There are two major categories of cookies:

- **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 (eg when logging in / logging out on/from a webmail account or on social networks).
- **Persistent cookies** - These are stored on the hard drive of a computer or device (and generally depend on the default lifetime of 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.

## **2. WHAT ARE THE ADVANTAGES OF COOKIES?**

Cookies are managed by web servers. 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 cookies "). However, cookies can be deleted by a user at any time through the browser settings.

In general, the role of cookies is to ensure a quick and easy interaction between users and websites. Cookies are also used so that users can easily resume their activities on the next accesses of a previously visited website. Basically, cookies tell the server which pages should be displayed to the user, without the user having to remember the pages they browsed or navigate the entire site from the beginning.

## **3. WHY DO WE USE COOKIES?**

- To recognize new visitors on the website <https://www.schela.com/>
- To recognize past visitors.
- To better understand the interests of our customers and visitors to the website <https://www.schela.com/>

## **4. HOW ARE COOKIES USED ON THESE SITES?**

## **Session cookie**

Session cookies are stored on the user's device during the browsing session. They store an anonymous session identifier, allowing the user to visit a website without having to enter identifying information (username, password, etc.) on each page. Such cookies are often used in an online store. For example, when the user visits a certain page and selects certain products, the cookie retains the selected products and adds them to the shopping cart, which will contain all the selected products when the user wants to leave the page. Session cookies are stored in the device memory only during an internet browsing session and are deleted when the browser is closed. They can also become inaccessible if the session has been inactive for a certain period of time.

### **PHPSESSID**

Source: local

Persistence: Until the browsing session ends

Role: Makes it possible to transfer data from one page to another for the current session.

### **Third-Party Cookies:**

#### **\_ga UA-47367554-33**

Source: Google Analytics

Persistence: 2 years

Role: Retains anonymous information about the user's interaction with the site (for example, the time and date of the interaction with various marketing materials or pages that brought the user to the site).

Details: <https://policies.google.com/technologies/types>

#### **\_gid**

Source: Google Analytics

Persistence: 24 hours

Role: Retains anonymous information about the user's interaction with the site (for example, the time and date of the interaction with various marketing materials or pages that brought the user to the site).

Details: <https://policies.google.com/technologies/types>

**\_gat**

Source: Google Analytics

Persistence: 1 minute

Role: This cookie is used by Google Tag Manager to identify users and events on the site and how they interact with our site. The data collected is anonymous.

Details: <https://policies.google.com/technologies/types>

## **5. WHAT KIND OF INFORMATION IS STORED AND ACCESSED THROUGH COOKIES?**

Cookies store information in a small text file that allows a website to recognize a browser. The web server will recognize the browser until the cookie expires or is deleted. The cookie stores important information that improves the Internet browsing experience (for example: user session ID, referral page, current time, etc.).

## **6. WHY ARE COOKIES IMPORTANT FOR THE INTERNET?**

Cookies are the focal point of the efficient operation of the Internet, helping to generate a friendly browsing experience and 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, highlighted by your browsing behavior.

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

- Content and services adapted to the user's preferences.
- Offers adapted to users' interests - language preferences (for example, displaying search results in Romanian).
- Providing more relevant advertising for the user.
- Measurement, optimization and analytics features - such as confirming a certain level of traffic to a website, what type of content is viewed and how a user gets to a website (for example: through search engines, directly, from other websites, etc.). Websites conduct these analyzes of their use to improve the sites for the benefit of users.

## **7. 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. Consequently, it cannot be duplicated or replicated on other networks to run or replicate again. Because they cannot perform these functions, they cannot be considered viruses. However, cookies may be used for negative purposes. Many anti-spyware products are aware of this and constantly mark cookies to be deleted during antivirus / anti-spyware deletion / scanning procedures. In general, browsers have built-in privacy settings that provide different levels of acceptance of cookies, validity period and automatic deletion after the user has visited a particular site.

[See privacy policy](#)

### **Retention of personal data**

The personal data stored will be used for the purpose of carrying out contracts and processing your requests. Following the completion of the contract or your request, the data are saved taking into account the retention periods according to tax and commercial legislation and where applicable for a period necessary to protect the rights of the Operator.

### ***Google Analytics***

We use Google Analytics to collect information about how visitors use our websites and applications. For example, we collect details such as the source of the visit and the total number of visitors to our site and applications. This allows us to determine the effectiveness of our promotion campaigns and user activity on our sites and applications. Find more details about the Google Analytics privacy policy here: <https://support.google.com>

## **8. HOW CAN I 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 in the browser so that these cookies are no longer accepted or you can set the browser to accept cookies from a specific site.

Some browsers have a "Do Not Track" feature that allows users not to be tracked while browsing. Blocking cookies or using the "Do Not Track" mode may block certain features on our sites. All modern browsers offer the ability to change cookie settings. These settings are usually found in the "options" or "preferences" menu of the browser.

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

- [Internet Explorer cookie settings](#)
- [Mozilla Firefox cookie settings](#)
- [Chrome cookie settings](#)
- [Apple Safari cookie settings](#)

To learn more about enabling / disabling or deleting cookies in your browser you can access this page: <http://www.allaboutcookies.org/>