

Cookies Policy

FOR THE OPERATION OF THE WEBSITE www.publo.gr (the "Site", the "Website") AND THE PROVISION OF AN EFFICIENT INTERNET USER EXPERIENCE IN THIS, THE SOCIETE ANONYME UNDER THE NAME "MAX INTERNATIONAL CORPORATION ADVERTISING AND COMMERCIAL S.A." and DISTINCTIVE TITLE "MAX INTERNATIONAL S.A." (with its seat at Psychiko, Attica and Commercial Registry ID: 137680901000) (the "Company"), WEBSITE OWNER AND ADMINISTRATOR, USES COOKIES AND RELATED TECHNOLOGIES ACCORDING TO THE FOLLOWING CORPORATE POLICY ("Cookies Policy"). BY USING THE SITE YOU AGREE TO THE TERMS OF THE COOKIES POLICY, AS WELL AS THOSE OF THE PRIVACY & PERSONAL DATA POLICY (<https://publo.gr/en/privacy-policy/>) and PUBLO WEBSITE TERMS OF USE (<https://publo.gr/wp-content/uploads/2020/11/TERMS-OF-USE-PUBLO.pdf>). IF YOU DO NOT AGREE TO ALL OF THE ABOVE CONDITIONS AND POLICIES, PLEASE AVOID BROWSING/VISITING AND USING THE WEBSITE.

1. Introduction. The Company reserves the right to collect non-personally identifiable information of users [browser type, computer type, operating system, internet providers, etc.] and/or to track Internet Protocol addresses using cookies and related technologies, such as web beacons, pixels etc. which are covered by the EU Directive on the protection of personal data in electronic communications (hereinafter referred to as "cookies").

2. What are the Cookies? Cookies are small text files that are stored on each user's hard drive without access to documents or files on the user's computer. Cookies can be either permanent or relate to a single session. Permanent cookies are stored by the browser and remain active either until their expiration date, or until the user deletes them. Cookies relating to a single session expire at the end of the connection as soon as the browser is closed.

3. What categories of cookies does the Company use and for what purposes? Cookies are used to facilitate the access and to better serve the user when using specific services and/or pages of the Website, for the personalization of information and preferences of each user to provide a personalized experience when visiting the Site, a better and more efficient service, as well as for statistical reasons. By placing cookies, the Company is able to further develop and improve the Website, and it may also use third party scripts on the Website to optimize the effectiveness of the Company's advertisements displayed on third party websites, such as the type and/or the frequency of advertisements, promotions or other marketing messages that users see. The information collected is not personally identifiable and is limited to the minimum information required to optimize efficiency. No personal information about the user is collected, i.e. cookies identify the user's computer and not the user.

More specifically, the Company uses the following types of cookies for the following purposes:

3.1. Mandatory Cookies

The Company uses specific cookies to ensure the functionality of the Website as described below. These cookies are necessary for the operation of the Website, without which the Website cannot function normally. For this specific category of cookies, the Company does not request user's consent.

- Identification of users who have visited the Website at least once or who are registered users of the Website and who are permitted to be presented with a personalized version of the Website.

- Elimination of the need for users who have already used the Website to re-enter information necessary for their better browsing.
- Communication with the Company's Website through a series of communication and information forms.

3.2. Functional Cookies

The Company uses these cookies to evaluate the usage behavior of Website visitors with the goal of optimizing it. By using web analytics provided by Google Analytics, the Company evaluates the pages visited by users as well as other statistical data (e.g. the time spent on a webpage, the website from which the users ended to Website, the number of webpages per visit, etc.) based on which the Company can provide optimized content on the Website (based on users' interests). Thanks to the use of these cookies, the browsing is adapted to the user's interests and thus time that would be spent on re-entering information is saved. The Company also uses the above-mentioned statistical data to record the wishes of the users and to define based on said data, the appropriate advertising strategy.

3.3 Third party cookies

The Company's website uses Google Analytics "Remarketing and Advertising Features", through which our Company collects information. This information helps our Company to optimize its Website based on the preferences of its visitors. The information collected is sent and stored on Google's server in the US. More information about Google Privacy Policy can be found at: <https://support.google.com/analytics/answer/6004245>.

If the user does not want their data to be collected from Google Analytics, they can download and install the Google Analytics Opt out program in their browser at the link: <https://tools.google.com/dlpage/gaoptout/>.

4. Option to reject and delete cookies. The user reserves in any case the right to refuse the placement of cookies or the right to be notified in case of placing cookies.

In particular, the user has the right of access as set in article 12 of Law 2472/1997, as well as the right to object as set in article 13 of Law 2472/1997, which can be exercised by sending an e-mail to the email address: info@publo.gr.

In this regard, the user must modify their browser settings accordingly so that they are either notified of the use of cookies, or that the use of cookies is not allowed. For more information regarding the cookies, it is recommended to visit the page www.allaboutcookies.org or view the help menu in the user's browser. In case of a problem in deleting or blocking cookies from the browser the user should contact the browser provider. The following links provide information on how cookies are blocked or deleted from each browser.

- [Firefox 2.0+ / 3.0+ / 4.0+ / 8.0+](#)
- [Internet Explorer \(IE\) 9.0+](#)
- [Internet Explorer \(IE\) 11.0+](#)
- [Google Chrome](#)
- [Safari](#)
- [Opera](#)

Note that some webpages/advertisements may use Adobe Flash Player to provide video or advertising content to users. Adobe uses its own cookies which cannot be managed through the user's device browser but are managed by Flash Player for purposes such as storing preferences or information about users. Flash cookies work differently than other cookies as all information is stored in one cookie. The user can control how much information can be stored in such cookies but cannot control the type of information stored in them. Through the website storage settings panel on the Adobe site, the user can control which websites can store information.

To opt out of behavioral advertising from networks following the Network Advertising Initiative, users must click on the link below: <http://optout.networkadvertising.org/?c=1>, and to delete Performance Analysis Cookies you must follow the link [Google Analytics: <https://tools.google.com/dlpage/gaoptout>].

5. Disclaimer. Any settings for deleting, blocking or restricting the cookies may affect the way or the ability to provide services, facilities or functions of the Website, e.g. the user may not be able to fully use the interactive services of the Website, or to download specific material and/or to carry out specific transactions of the Website.

6. Effective Date and Amendments. The effective date of this Cookies Policy is set at 1/5/2020. This Cookies Policy may be amended unilaterally by the Company, at any time without prior notice.