

# **Cookie Policy**

Maison Jacobs

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## 1. Introduction

The Maison Jacobs website uses cookies and similar technologies to ensure its proper functioning, improve user experience, and measure its audience. This policy explains how and why these cookies are used.

## 2. What is a cookie?

A cookie is a small file stored on your device (computer, smartphone, tablet) when you visit our site. It allows your browser to be recognized and remembers certain useful information such as language, shopping cart, and preferences.

## 3. Types of cookies used

- Essential cookies: Necessary for the site to function (shopping cart, session, security).
- Performance and analysis cookies: Help us understand how visitors use the site to improve content and navigation.
- Personalization cookies: Record your preferences (language, display).
- Marketing cookies: Used to display relevant advertisements and measure their effectiveness.
- Social media cookies: Allow content sharing to third-party platforms.

## 4. Consent

During your first visit, a consent banner is displayed to allow you to: accept all cookies, refuse non-essential cookies, or customize your choices. You can change your preferences at any time by clicking the "Manage my cookies" link available at the bottom of the page.

## 5. Retention period

The lifespan of cookies varies by nature:

- Session cookies: Deleted when the browser is closed.
- Analytical cookies: Maximum 13 months.

- Consent cookies: Maximum 6 months.

## 6. Third-party cookies

Certain features use third-party services (Google Analytics, payment platforms, social networks). These services may place their own cookies, subject to their respective privacy policies.

## 7. Cookie management

You can configure your browser at any time to accept, refuse, or delete cookies. Help links are available for Google Chrome, Mozilla Firefox, Safari, and Microsoft Edge.