

WEBSITE

COOKIE POLICY

MachBridge Solutions s.r.o.

EFFECTIVE DATE	VERSION	WEBSITE
25 July 2026	1.0	www.machbridgesolutions.com

This Cookie Policy explains how MachBridge Solutions s.r.o. uses cookies and similar technologies on its website, including strictly necessary, functional, analytics, and marketing technologies. It should be read together with the Website Privacy Policy and the current Cookie Settings available on the Website.

1. Scope of this Policy

This Cookie Policy applies to www.machbridgesolutions.com (the "Website") and explains how MachBridge Solutions s.r.o. uses cookies and similar technologies when you visit the Website, submit a technical request for quotation (RFQ), or interact with Website features.

This Policy does not govern cookies or similar technologies used independently by external websites or services reached through links from the Website. Those third parties determine their own technologies and provide their own information and controls.

2. Website Operator and Contact Details

The operator of the Website and controller for the processing described in this Policy is:

Company	MachBridge Solutions s.r.o.
Registered office	Kurzova 2222/16, Stodůlky, 155 00 Praha 5, Czech Republic
Company ID (IČO)	29590469
VAT ID (DIČ)	CZ29590469
Commercial Register	Municipal Court in Prague, Section C, File No. 448168
Cookie / privacy contact	contact@machbridgesolutions.com

You may contact us at contact@machbridgesolutions.com regarding this Policy, the Website cookie settings, or the processing of data obtained through cookies and similar technologies.

3. What Cookies and Similar Technologies Are

The term "cookies" in this Policy includes cookies and comparable technologies that store information on, access information from, or recognise a browser or device, including:

- HTTP cookies, which are small text files stored by a browser and sent back to the relevant website or service;
- session storage and local storage used by a browser to retain preferences, identifiers, or technical information;
- pixels, web beacons, conversion tags, and similar code used to measure page views, interactions, or advertising results;
- scripts and software components used to provide Website functionality, analytics, consent management, security, or embedded content;
- browser, device, session, and advertising identifiers created by the Website or by an authorised service provider;
- consent records and preference signals used to remember whether you accepted, rejected, or customised non-essential technologies;
- URL parameters and conversion identifiers used, where enabled and consented to, to attribute a Website visit or RFQ to an advertising campaign.

Cookies may be session cookies, which expire when the browser is closed, or persistent cookies, which remain for a defined period. They may be first-party technologies set through the Website domain or third-party technologies supplied by an external provider.

4. How Information Is Collected

When you open or use the Website, strictly necessary technologies may operate automatically to deliver pages, maintain security, balance traffic, preserve session integrity, record consent choices, and process form submissions. Other technologies may collect information only after the relevant consent. Information may include IP address, browser and device data, timestamps, referring pages, page views, interactions, campaign parameters, consent status, and technical diagnostics.

5. Purposes, Categories and Consent

The categories below explain why technologies may be used and whether a prior choice is required. The classification of a particular service depends on its actual function and configuration on the Website:

Service / technology	Provider and identifiers	Purpose, category, type and typical duration
Wix platform technologies	Wix.com Ltd. and Wix infrastructure; identifiers may vary by Website function and deployment.	Hosting, security, session integrity, load balancing, consent delivery and form functionality. Strictly necessary. First-party and infrastructure-related technologies. Session or limited persistent duration according to function.
Consent preference storage	Usercentrics for Wix or equivalent CMP; consent record or local-storage identifier generated by the configured platform.	Records and applies Accept, Reject and Customize choices. Strictly necessary. Usually first-party or browser storage. Duration follows the CMP configuration and should be shown in live Cookie Settings.
Google Analytics 4, if enabled	Google entities; commonly first-party identifiers such as <code>_ga</code> and <code>_ga_ <measurement-id></code> , subject to actual configuration.	Audience measurement and Website usage statistics. Analytics. Consent required where applicable. Typically persistent for up to the configured Google retention period; actual duration must be confirmed in Cookie Settings.
Google Ads measurement, if enabled	Google entities; may include first-party conversion identifiers such as <code>_gcl_au</code> or <code>_gcl_aw</code> and provider-specific signals.	Conversion measurement, attribution and campaign optimisation. Marketing. Consent required where applicable. Common attribution identifiers may persist for up to approximately 90 days, subject to configuration.
Google advertising, if enabled	Google entities and provider-specific third-party or first-party identifiers, depending on the service and browser.	Remarketing, audience creation and personalised advertising. Marketing. Consent required. Duration and controller status follow the enabled Google service and must be disclosed in live Cookie Settings.
Google Tag Manager, if enabled	Google entities. Tag Manager itself may not need a standalone cookie, but it can load configured tags.	Technical tag management. The legal category and duration depend on each tag loaded through the container; no non-essential tag may activate before the required consent.
Other optional services, if enabled	Form security, anti-abuse, communications or embedded-content providers identified in current Cookie Settings.	Purpose, category, first- or third-party status and expiry depend on the actual service. Such services must be added to the live inventory before or when they are activated.

6. Cookie Categories and User Choices

Strictly necessary technologies are used only to provide a service expressly requested by the visitor or to ensure security, consent management, form delivery, and core Website operation. Disabling them through the Website interface may not be possible because the Website would not operate correctly without them.

Functional, analytics, and marketing technologies are non-essential unless a specific feature cannot be provided without the requested technology. Where prior consent is required, these technologies remain inactive until you make a valid choice through the consent banner or Cookie Settings.

You may accept all non-essential categories, reject them, or customise individual categories. Refusing non-essential technologies does not prevent access to the core Website or submission of a standard RFQ, although optional features, measurement, or personalised content may be limited.

7. Consent Banner and Google Consent Mode v2

The Website may use a consent-management platform supplied through Wix, Usercentrics, or an equivalent provider. The banner is intended to present “Accept All”, “Reject All”, and “Customize” choices and to record the selected categories before non-essential technologies are activated.

Where Google services are enabled, Google Consent Mode v2 may communicate consent states including `analytics_storage`, `ad_storage`, `ad_user_data`, and `ad_personalization`. These signals instruct configured Google tags how to behave; they do not themselves create consent or replace the consent banner. For visitors in the EEA, relevant non-essential signals should be set to denied before a choice and updated only in accordance with the visitor’s selection.

The live Cookie Settings available on the Website are the authoritative current record of enabled services, providers, purposes, and available controls. The inventory must be updated after changes to Website applications, tracking tags, embedded content, forms, or advertising integrations.

8. Current and Potential Service Providers

The Website is built and hosted through Wix. Depending on the final published configuration and your consent choices, technologies may be supplied by:

- Wix and its infrastructure providers for hosting, content delivery, session management, security, fraud prevention, performance, forms, and core Website functionality;
- Usercentrics or another consent-management provider for displaying the consent banner, storing preferences, and transmitting consent signals to configured services;
- Google Analytics 4, where enabled, for audience measurement, traffic statistics, and understanding how visitors use the Website;
- Google Tag Manager, where enabled, for managing configured tags; Tag Manager does not determine the legal category of the tags that it loads;
- Google Ads, where enabled, for conversion measurement, campaign attribution, remarketing, or personalised advertising, subject to the selected consent categories;
- security, anti-abuse, form, communication, or embedded-content providers where a specific Website feature requires their technology;
- other providers introduced in the future, but only after the Website configuration, Cookie Settings, and this Policy have been updated as necessary.

Some providers process information on our instructions, while others may act as independent controllers for defined purposes. Their own privacy and cookie information applies to processing for which they independently determine the purposes and means.

9. International Data Transfers

Some technology providers or their infrastructure may be located outside the European Economic Area. Where information collected through a technology is transferred to a country without an adequacy decision, the relevant provider or controller should rely on a lawful transfer mechanism, such as European Commission Standard Contractual Clauses, together with supplementary safeguards where required.

Further information about a specific provider and transfer mechanism may be available in the provider’s privacy documentation or from us, subject to appropriate confidentiality and security limitations.

10. Duration and Retention

Cookies and similar technologies remain active only for the period required by their purpose and configuration. Actual expiry periods may change when providers update their services or when Website settings are modified. The live Cookie Settings should therefore be consulted for the most current service-level information.

- session technologies generally expire when the browser session ends, although related server-side security records may be retained for a limited period;
- persistent strictly necessary technologies remain only for the period needed to remember preferences, protect the Website, prevent abuse, or provide the requested function;
- consent records may be retained for a period appropriate to demonstrate and remember the visitor's choice and to avoid repeatedly displaying the banner;
- analytics and advertising identifiers, where enabled, follow the retention settings of the relevant tool and should be limited to the period necessary for measurement or attribution;
- information derived from a technology may be retained separately where necessary for security, legal compliance, aggregated reporting, or the establishment, exercise, or defence of legal claims.

When the relevant period ends, the browser or provider should delete or expire the technology. Aggregated or effectively anonymised statistics may be retained where they no longer identify an individual.

11. Managing and Withdrawing Consent

You can manage non-essential technologies through the consent banner and the permanent "Cookie Settings" link available in the Website footer. Depending on the available controls, you may:

- accept all available non-essential categories;
- reject all non-essential categories while allowing strictly necessary technologies to continue;
- enable or disable individual functional, analytics, or marketing categories;
- review information about the enabled services and their purposes;
- change or withdraw a previous choice at any time through Cookie Settings;
- delete stored cookies and website data through your browser settings;
- block some or all cookies, limit third-party cookies, or use private-browsing controls, subject to the functionality offered by your browser;
- use provider-specific privacy or advertising controls where made available by the relevant external service.

Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal. After a change, some stored technologies may need to be deleted through the browser before they disappear completely, and the Website may need to be refreshed for the new choice to take effect.

12. Effect of Refusing or Deleting Cookies

Rejecting non-essential technologies will not prevent access to the core Website. Deleting or blocking strictly necessary technologies may cause forms, security functions, saved preferences, consent records, or other essential features to stop working correctly.

13. Analytics and Advertising Measurement

Where analytics or advertising tools are enabled and consented to, they may measure visits, interactions, completed RFQs, campaign sources, or conversion events. Depending on the selected settings, providers may use identifiers or model aggregated results when consent is denied. We do not treat statistical modelling as permission to store or access non-essential information on a device, and configured tags must remain subject to the visitor's consent choice.

14. Security and Consent Records

We use reasonable technical and organisational measures to protect consent records and information generated through Website technologies. Measures may include access controls, encrypted transmission, restricted administrative accounts, vendor controls, logging, and periodic checks that non-essential tags do not activate before the required choice. No internet service can be guaranteed to be completely secure.

15. External Content and Third-Party Websites

The Website may link to or, where enabled, embed content from external services. An external service may use its own technologies when you choose to open or interact with that content. We do not control technologies placed directly by an external website, and you should review its cookie and privacy information before using the service.

16. Changes to this Cookie Policy

We may update this Policy when the law, Website configuration, consent platform, providers, cookie categories, or business processes change. The current version and effective date will be published on the Website, and the live Cookie Settings will be updated when services are added, removed, or materially reconfigured.

17. Contact and Supervisory Authority

Contact us first at contact@machbridgesolutions.com if you have a question or concern about Website technologies or your consent choice. Where cookie-related processing involves personal data, you may also lodge a complaint with the Czech supervisory authority:

Authority	Office for Personal Data Protection (Úřad pro ochranu osobních údajů)
Address	Pplk. Sochora 27, 170 00 Praha 7, Czech Republic
Email	posta@uouu.gov.cz
Website	www.uouu.gov.cz
Company cookie / privacy contact	contact@machbridgesolutions.com

Cookie enquiries
contact@machbridgesolutions.com
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