

# Cookie Policy of mhadly.com

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

## How this Website uses Trackers

### Necessary

This Website uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

### Technical Trackers

Trackers duration: up to 3 years

### Trackers managed by third parties

#### Google Tag Manager (Google Ireland Limited)

Google Tag Manager is a tag management service provided by Google Ireland Limited.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

#### iubenda Privacy Controls and Cookie Solution (iubenda srl)

The iubenda Privacy Controls and Cookie Solution allows the Owner to collect and store Users' preferences related to the processing of personal information and in particular to the use of Cookies and other Trackers on this Website.

Personal Data processed: IP address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

Trackers duration:

- `_iub_cs-*`: 1 year

#### Cloudflare (Cloudflare, Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through this Website, i.e., communication between this Website and the User's browser, while also allowing analytical data from this Website to be collected.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- \_cfuvid: indefinite
- cf\_clearance: 30 minutes

#### **Shopify (Shopify Inc.)**

Shopify is a platform provided by Shopify Inc. that allows the Owner to build, run and host an e-commerce website. This service may place Trackers on the User's device. For the most up-to-date and comprehensive information, refer to the service's [official documentation](#).

Personal Data processed: device information, Trackers and Usage Data.

Place of processing: Canada – [Privacy Policy](#).

Trackers duration:

- \_ab: 3 years
- \_customer\_account\_shop\_sessions: 1 month
- \_identity\_session: 3 years
- \_master\_udr: duration of the session
- \_merchant\_essential: 2 years
- \_orig\_referrer: 14 days
- \_pay\_session: duration of the session
- \_s: 30 minutes
- \_secure\_admin\_session\_id: 4 months
- \_secure\_admin\_session\_id\_csrf: 4 months
- \_shopify\_country: duration of the session
- \_shopify\_d: duration of the session
- \_shopify\_essential: 2 years
- \_shopify\_essential\_: 2 years
- \_shopify\_evids: duration of the session
- \_shopify\_fs: 1 year
- \_shopify\_m: duration of the session
- \_shopify\_s: 30 minutes
- \_shopify\_test: 1 minute
- \_shopify\_tm: duration of the session
- \_shopify\_tw: duration of the session
- \_storefront\_u: 1 minute
- \_tracking\_consent: duration of the session
- \_y: 1 year
- auth\_state\_\*: 25 minutes
- c: 2 years
- cart: 14 days
- cart\_currency: 14 days
- cart\_ver: 14 days
- checkout\_queue\_checkout\_token: 2 years
- checkout\_queue\_token: 2 years
- checkout\_session\_token: 21 days
- checkout\_worker\_session: 3 days
- customer\_account\_new\_login: 20 minutes
- customer\_account\_preview: 7 days
- customer\_auth\_provider: indefinite
- customer\_auth\_session\_created\_at: indefinite
- discount\_code: duration of the session
- keep\_alive: duration of the session
- localization: 14 days
- login\_with\_shop\_finalize: 5 minutes
- master\_device\_id: 2 years
- shopifyChatData: duration of the session
- shopify\_pay: 2 years
- source\_name: indefinite
- storefront\_digest: 2 years

**Shop Pay (Shopify Inc.)**

Shop Pay is a payment management and product checkout page service provided by Shopify Inc. which allows Users to make online payments on this Website.

Personal Data processed: data relating to the point of sale, payment info, Trackers and Usage Data.

Place of processing: Canada – [Privacy Policy](#).

**PayPal (PayPal Inc.)**

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

Personal Data processed: email address, payment info, Trackers, Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Trackers duration:

- LANG: 8 hours
- \_\_paypal\_storage\_\_: indefinite
- akavpau\_ppsd: duration of the session
- enforce\_policy: duration of the session
- l7\_az: duration of the session
- nsid: duration of the session
- ts: duration of the session
- tsrce: duration of the session
- x-cdn: duration of the session
- x-pp-s: duration of the session

**PayPal Checkout (PayPal Inc.)**

PayPal Checkout is a payment service provided by PayPal Inc. which allows Users to make online payments.

Personal Data processed: email address, first name, last name, phone number, Trackers, Usage Data, User ID and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

**PayPal Express Checkout (PayPal Inc.)**

PayPal Express Checkout is a payment service provided by PayPal Inc. which allows Users to make online payments.

Personal Data processed: email address, first name, last name, phone number, Trackers, Usage Data, User ID and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

**Apple Pay (Apple Inc.)**

Apple Pay is a payment service provided by Apple Inc., which allows Users to make payments using their mobile phones.

Personal Data processed: payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

**Google Pay (Google Ireland Limited)**

Google Pay is a payment service provided by Google Ireland Limited, which allows users to make online payments using their Google credentials.

Personal Data processed: email address, first name, last name, payment info, Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

**Klarna (Klarna AB)**

Klarna is a payment service provided by Klarna AB.

Personal Data processed: payment info, Trackers and Usage Data.

Place of processing: Sweden – [Privacy Policy](#).

## Functionality

This Website uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

### Trackers managed by third parties

#### Mailing list or newsletter

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning this Website. Your email address might also be added to this list as a result of signing up to this Website or after making a purchase.

Personal Data processed: email address, Trackers and Usage Data.

## Measurement

This Website uses Trackers to measure traffic and analyze User behavior to improve the Service.

### Trackers managed by third parties

#### Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analysis service provided by Google Ireland Limited ("Google"). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- `_ga`: 2 years
- `_ga_*`: 2 years

## Marketing

This Website uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

### Trackers managed by third parties

#### HubSpot CRM ( HubSpot Germany GmbH)

HubSpot CRM is a User database management service provided by HubSpot Germany GmbH.

Personal Data processed: email address, first name, last name, Trackers and Usage Data.

Place of processing: Germany – [Privacy Policy](#).

Trackers duration:

- `__hmp`: duration of the session
- `__hs_gpc_banner_dismiss`: 6 months
- `__hssc`: 30 minutes
- `__hssrc`: duration of the session
- `__hstc`: 2 months

- hublytics\_events\_53: duration of the session
- hubspotutk: 2 months
- messagesUtk: 2 months

### **HubSpot Email ( HubSpot Germany GmbH)**

HubSpot Email is an email address management and message sending service provided by HubSpot Germany GmbH.

Personal Data processed: email address, Trackers and Usage Data.

Place of processing: Germany – [Privacy Policy](#).

Trackers duration:

- \_\_hmpl: duration of the session
- \_\_hs\_gpc\_banner\_dismiss: 6 months
- hublytics\_events\_53: duration of the session

### **Mailgun (Mailgun Technologies, Inc.)**

Mailgun is an email address management and message sending service provided by Mailgun Technologies, Inc.

Personal Data processed: email address, Trackers and Usage Data.

Place of processing: Germany – [Privacy Policy](#).

## **How to manage preferences and provide or withdraw consent on this Website**

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on this Website.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

## **How to control or delete Cookies and similar technologies via your device settings**

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

## **How to opt out of interest-based advertising**

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

## **Consequences of denying consent**

Users are free to decide whether or not to grant consent. However, please note that Trackers help this Website to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

## **Owner and Data Controller**

MHADLY by Blue Series S.r.l.  
Dir. e Amm.ne: Via Piane Tronto, 68  
64010 Controguerra (TE) ITALY  
Part. IVA: IT02099810448

**Owner contact email:** info@mhadly.com

Since the use of third-party Trackers through this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Website.

## **Definitions and legal references**

### **Personal Data (or Data)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

### **Usage Data**

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

### **User**

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

### **Data Subject**

The natural person to whom the Personal Data refers.

### **Data Processor (or Processor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

### **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

### **This Website (or this Application)**

The means by which the Personal Data of the User is collected and processed.

### **Service**

The service provided by this Website as described in the relative terms (if available) and on this site/application.

## **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

## **Cookie**

Cookies are Trackers consisting of small sets of data stored in the User's browser.

## **Tracker**

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

---

## **Legal information**

This policy relates solely to this Website, if not stated otherwise within this document.

Latest update: 29 June 2026