COOKIE POLICY

MUXU CHEESECAKES (AD MARQ SL)

Effective Date: February 2026

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1. Introduction

This Cookie Policy explains how AD MARQ SL, trading as "Muxu Cheesecakes" ("Company," "we," "us," or "our") uses cookies and similar tracking technologies when you visit our website at muxucheesecakes.com (the "Website"). This policy provides you with clear and comprehensive information about the cookies we use and the purposes for using them.

By continuing to use our Website, you consent to the use of cookies in accordance with this Cookie Policy. You can manage your cookie preferences at any time as described in Section 6 below.

2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile phone) when you visit a website. Cookies are widely used to make websites work more efficiently, provide a better user experience, and supply information to website owners.

2.1 Types of Cookies

- **Session Cookies:** Temporary cookies that are erased when you close your browser. They are used to maintain your session while you navigate the website.
- **Persistent Cookies:** Cookies that remain on your device for a set period or until you delete them. They are used to remember your preferences and settings for future visits.
- **First-Party Cookies:** Cookies set by the website you are visiting.
- **Third-Party Cookies:** Cookies set by a domain other than the one you are visiting, such as analytics or advertising services.

2.2 Similar Technologies

In addition to cookies, we may use similar tracking technologies including:

- **Local Storage:** Data stored in your browser that persists even after you close your browser window.
- **Session Storage:** Data stored in your browser that is cleared when you close your browser window or tab.

- **Web Beacons/Pixels:** Small graphic images used to track user behavior and measure website performance.

3. Cookie Categories

We categorize the cookies and similar technologies used on our Website as follows:

3.1 Strictly Necessary Cookies

These cookies are essential for the Website to function properly. They enable basic functions like page navigation, secure areas access, and remembering your preferences. The Website cannot function properly without these cookies, and they cannot be disabled.

3.2 Functional Cookies

These cookies enable enhanced functionality and personalization, such as remembering your language preference or region. They may be set by us or by third-party providers whose services we have added to our pages.

3.3 Analytics Cookies

These cookies help us understand how visitors interact with our Website by collecting and reporting information. This allows us to analyze traffic patterns, improve our Website's performance, and enhance user experience.

3.4 Security Cookies

These cookies are employed to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized access.

4. Cookies We Use

The following table provides detailed information about the cookies and similar technologies used on our Website:

NAME	TYPE	CATEGORY	PURPOSE	DURATION	PROVIDER
STRICTLY NECESSARY / FUNCTIONAL					
`muxu-locale`	Local Storage	Functional	Stores your preferred language setting (Spanish or English) to display the Website in your chosen language	Persistent	First-Party
ANALYTICS					
`_ga`	HTTP Cookie	Analytics	Google Analytics main cookie used to distinguish unique visitors and calculate visitor, session, and campaign data for analytics reports	2 Years	Google LLC (Third-Party)
`_ga_*`	HTTP Cookie	Analytics	Google Analytics 4 property-specific cookie used to persist session state and maintain unique user identification	2 Years	Google LLC (Third-Party)
`_gid`	HTTP Cookie	Analytics	Google Analytics cookie used to distinguish users within a 24-hour period	24 Hours	Google LLC (Third-Party)
`_gat`	HTTP Cookie	Analytics	Google Analytics throttling cookie used to limit the rate of requests to Google's servers	1 Minute	Google LLC (Third-Party)
Vercel Analytics	Script	Analytics	Privacy-focused analytics service that collects anonymized page views and performance metrics without tracking personal information	Session	Vercel Inc. (Third-Party)
PAYMENT PROCESSING					
`__stripe_mid`	HTTP Cookie	Security	Stripe fraud prevention and detection identifier	1 Year	Stripe Inc. (Third-Party)
`__stripe_sid`	HTTP Cookie	Security	Stripe session-based fraud prevention	30 Minutes	Stripe Inc. (Third-Party)
`stripe.csrf`	HTTP Cookie	Security	Prevents cross-site request forgery attacks during payment	Session	Stripe Inc. (Third-Party)
SECURITY / CAPTCHA					
`cf_clearance`	HTTP Cookie	Security	Cloudflare Turnstile - verifies that visitor has passed CAPTCHA challenge	Up to 1 Year	Cloudflare Inc. (Third-Party)

__cf_bm	HTTP Cookie	Security	Cloudflare bot management - distinguishes humans from automated systems	30 Minutes	Cloudflare Inc. (Third-Party)

5. Third-Party Services

Our Website uses the following third-party services that may set cookies or collect data:

5.1 Google Analytics 4 (GA4)

We use Google Analytics to analyze how visitors use our Website. Google Analytics uses cookies to collect information such as:

- Number of visitors and their approximate geographic location
- Pages visited and time spent on each page
- Traffic sources and user interactions
- Device type, browser, and operating system

IP Anonymization: Google Analytics 4 automatically anonymizes IP addresses by default.

Data Retention: Google Analytics data is retained for 14 months.

Privacy Policy: policies.google.com/privacy

Opt-Out: tools.google.com/dlpage/gaoptout

5.2 Vercel Analytics

We use Vercel Analytics, a privacy-focused web analytics service, to collect anonymous information about how visitors use our Website. Vercel Analytics does not collect personal information, IP addresses, or enable cross-site tracking.

Privacy Policy: vercel.com/legal/privacy-policy

5.3 Stripe Payment Processing

When completing a purchase, Stripe processes payments securely and uses cookies for fraud prevention and security purposes.

Privacy Policy: stripe.com/privacy

5.4 Cloudflare Turnstile

We use Cloudflare Turnstile to protect our contact form from spam and automated abuse.

Privacy Policy: cloudflare.com/privacypolicy

6. Managing Your Cookie Preferences

You have several options to manage cookies and similar technologies:

6.1 Browser Settings

Most web browsers allow you to control cookies through their settings. You can typically find these settings in the "Options" or "Preferences" menu:

- **Google Chrome:** Settings → Privacy and security → Cookies and other site data
- **Mozilla Firefox:** Settings → Privacy & Security → Cookies and Site Data
- **Safari:** Preferences → Privacy → Cookies and website data
- **Microsoft Edge:** Settings → Privacy, search, and services → Cookies

6.2 Analytics Opt-Out

You can opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout.

6.3 Impact of Disabling Cookies

Please be aware that if you choose to disable cookies:

- Your language preference may not be saved between visits
- You may be unable to complete purchases (if Stripe cookies are blocked)
- You may be unable to submit the contact form (if Turnstile cookies are blocked)
- Some website features may not function properly

7. International Data Transfers

Some of our third-party service providers (particularly Google LLC, Vercel Inc., Stripe Inc., and Cloudflare Inc.) are based in the United States. When you use our Website, personal data collected through cookies may be transferred to the United States.

We ensure appropriate safeguards are in place for such transfers, including:

- Standard Contractual Clauses (SCCs) approved by the European Commission
- EU-U.S. Data Privacy Framework (where applicable)
- Technical and organizational measures to protect data

8. Legal Basis for Cookie Use

We use cookies based on the following legal grounds:

- **Strictly Necessary Cookies:** Legitimate interest in providing a functional website

- **Functional Cookies:** Consent (you may choose to accept or decline)

- **Analytics Cookies:** Consent (you may choose to accept or decline)

- **Security Cookies:** Legitimate interest in fraud prevention

9. Your Rights

Depending on your jurisdiction, you may have certain rights regarding the information collected through cookies, including:

- **Right to Access:** Request information about the cookies we use

- **Right to Erasure:** Request deletion of cookie data stored on your device

- **Right to Object:** Object to the use of cookies for analytics

- **Right to Withdraw Consent:** Withdraw consent for non-essential cookies at any time

- **Right to Lodge a Complaint:** Lodge a complaint with a data protection supervisory authority

10. Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in our practices, technologies, or legal requirements. Changes will be posted on our Website with a new effective date. We encourage you to review this Policy periodically.

11. Contact Us

If you have any questions or concerns about this Cookie Policy, please contact us:

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