

Runway Kit Cookie Policy

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1. Cookie policy

Confidentiality and privacy of user data is of utmost priority to MAS Design Inc. and our affiliates, also referred to as “We”, “Us”, or “Design Inc”. This “Cookie Policy” [Hereinafter referred to as “Policy”] in order to demonstrate our privacy commitment to our users and practice transparency with respect to our use of cookies on Design Inc’s websites sites.

This policy applies to Design Inc website accessed via web browsers that run on smartphones, tablets, and other mobile devices as well as the use or access of any of the online services or content of Design Inc.

The purpose of this Policy is to communicate to the site visitor how our website makes use of a technology called “cookies”. The aim of this policy is to support the user in taking informed decisions when accessing the said website. Please take a minute to read and understand the policy. This policy should be read along with our Privacy Policy, available at <https://www.runwaykit.com/privacy-policy>

This website is not intended for children under 13 years of age. We do not knowingly solicit data online from, or market online to, children under 13 years of age.

2. What are “Cookies”?

When a user visits an online site, a small text file which may contain a unique identifier is sent by a webserver to the browser on the user’s computer, mobile phone or any other internet enabled device. This small text file is termed as a “cookie”. Cookies and other similar technologies help the websites to work efficiently and collect information about the online preferences of the user. Hereafter, these technologies may be referred to collectively as “cookies”.

Electronic images known as Web Beacons (also known as clear gifs, tags or pixels) may be present on some of our website pages that allows us to count users who have visited our pages and run analytics. Web beacons are responsible for collecting limited information e.g. a cookie number, time and date of a page view, and description of the page on which it resides.

3. How are cookies used?

In order to customize the content & advertise, provide social media features and to see how users move through our website, cookies and other such technologies are used. Cookies are used to carry information from one session on a website to another, or between sessions on related websites for smooth working of website, hence, information received from cookies supports us in taking decisions about the ways to improve the services offered by us and enhance your user experience. Moreover, the cookies will expire once the relevant session is terminated.

We may engage third party service providers to act on our behalf to analyse the usage of our website by users. These third parties collect, and share with us, usage information about visits to our website and, sometimes by correlating this information with other information (e.g. your IP address), measure and research the effectiveness of our advertisements, track page usage, help us target our recommendations and advertising, and track use of our recommendations for related products, suggested offers, discounts and advertisements.

By default, we only collect cookies that are strictly necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.

4. Types of cookies

Below you can find out more about the purpose of each type of cookies that we use.

Functional cookies: These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.

Performance cookies: These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site, and will not be able to monitor its performance.

Targeting cookies: These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. If you do not allow these cookies, you will experience less targeted advertising.

Strictly Necessary cookies: These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert about these cookies, but some parts of the site will not then work.

Example of cookies used on MAS Design Inc website:

Name	Description	Type	Expiry
ARRAffinity	This cookie is set by websites that run on Windows Azure cloud platform. The cookie is used to affinities a client to an instance of an Azure Web App.	Strictly Necessary	Session
ARRAffinitySameSite	Used to distribute traffic to the website on several servers in order to optimize response time	Strictly Necessary	Session
lang	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time the user visits the website.	Functional	Session
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, and campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	Performance	2 years
_gat	Used by Google Analytics to throttle request rate	Performance	1 day
_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	Performance	1 day
_fbp	This cookie is set by Facebook to deliver advertisements when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	Targeting	3 months
fr	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behavior of the user across the web on sites that have Facebook pixel or Facebook social plugin.	Targeting	
_gcl_au	This cookie is used by Google Analytics to understand user interaction with the website.	Targeting	3 months

ads/ga-audiences	Used by Google AdWord store-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.	Targeting	Session
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	Targeting	2 years
d/px	Collects data on visitors' preferences and behavior on the website - This information is used to make content and advertisement more relevant to the specific visitor.	Targeting	Session
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	Targeting	1 year
lidc	This cookie is set by LinkedIn and used for routing.	Targeting	1 day
Lissc	This cookie is provided by LinkedIn. This cookie is used for tracking embedded service.	Targeting	1 year
test_cookie	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the users' browser supports cookies.	Targeting	1 day
tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Targeting	Session
UserMatchHistory	LinkedIn - Used to track visitors on multiple websites, in order to present relevant advertisements based on the visitor's preferences.	Targeting	29 days
VISITOR_INFO1_LIVE	This cookie is set by YouTube. Used to track the information of the embedded YouTube videos on a website.	Targeting	5 months
YSC	This cookie is set by YouTube and is used to track the views of embedded videos.	Targeting	Session
li_sugr	Unclassified cookie from linkedin.com	Unclassified	3 months

In case of any queries corresponding to cookies that are deployed on our website, you can contact us at PrivacyOffice@mashholdings.com

5. Managing cookies

Your personal data will be collected via cookies and other similar tracking technologies with prior consent from you. We will maintain a record of the types of cookies that you have authorized us to use and ensure adherence to your preferences. If you do not wish to accept cookies from the Design Inc website you can - leave this web site, or configure your browser to either notify you when you receive a cookie (giving you the chance to decide whether to accept it) or to block all or certain categories of cookies. The browser can also delete previously stored cookies. Please see your browser's help facility for information on setting how cookies are handled and managing cookie preferences.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy <https://www.runwaykit.com/privacy-policy>

You can at any time change or withdraw your consent by emailing us at PrivacyOffice@mashholdings.com

6. Your options

You can block, delete or disable cookies on your browser whenever you want by following the instructions provided in the links below. Please note that by deleting cookies or disabling future cookies you may not be able to access certain areas or features of our website such as product catalogues, payment gateways, etc.

Please consult the following links for information on cookie management and blocking according to your browser:

- Explorer: <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: https://support.apple.com/kb/PH19214?locale=en_GB

7. Grievances and key contacts

Any discrepancies or grievances will be addressed in a timely manner by Design Inc. Please contact our Data Privacy Officer (DPO): PrivacyOffice@mashholdings.com

For any additional queries related to processing of your personal data by way of cookies and other similar tracking technologies, please write to us at PrivacyOffice@mashholdings.com

8. Review and amendments to this policy

The policy is subject to reviews from time to time (at least once in a year), or in case of a change in the business environment or a change in the applicable regulations and legislations. If we make any changes to this policy, we will post those changes at the top of this page or notify you by other means such as email, etc.