

Cookie Policy

At Impressario Partners (referred to as “we”, “our”, or “us”), transparency in our data collection and use practices is a top priority. This cookie policy outlines when and how we collect and use cookies, allowing you to manage your preferences and adjust your settings as needed. To ensure our platform operates effectively and serves you, our valued Affiliate, we utilize a variety of tools collectively known as cookies. These include first-party and third-party cookies, device identifiers, ad tags, web beacons, and more. The purpose of using these tools is to better understand your interactions with our website and to tailor your experience on Impressario Partners to match your device, preferences, and tastes.

What Are Cookies?

Cookies are small text files containing data, including a unique identifier, that are stored on your computer, mobile phone, tablet, or other devices (hereinafter referred to as “device”). Modern websites use cookies to exchange information between your device and the network server, enabling the tracking of online traffic and enhancing your web-browsing experience.

Types of Cookies

Necessary Cookies

Certain cookies are essential for the proper functioning of our website and for delivering the services you request. These necessary cookies ensure that the website operates smoothly and can fulfill your specific requests. If you choose not to accept these cookies, some services, such as online payments, may become unavailable to you. Importantly, these cookies are not used to collect personal information or track your online activity, and they cannot be utilized for marketing purposes.

Functionality Cookies

Functionality cookies are used to remember your personal preferences on our website, such as your ID, location, or language, to enhance and personalize your experience. If you clear these cookies from your web browser, we lose the ability to remember your preferences and login credentials, which may affect the consistency of your experience on our site. For example, we store your session information in a cookie to ensure your experience remains aligned with your preferences while you browse. Additionally, if you opt out of personalized advertising, we save your choice in a cookie on your device.

Performance Cookies

Performance cookies are designed to improve the efficiency and performance of our website. These cookies help us reduce network bandwidth usage by storing data that has already been retrieved, ensuring a smoother browsing experience. All data collected by performance cookies is completely anonymous. If you choose to reject these cookies, we may need to repeatedly ask for your information each time you visit the website, which could slow down your experience. Performance cookies are solely used to enhance your experience and make it as seamless and efficient as possible.

Google Analytics

We have chosen Google Analytics as it is a widely used and trusted tool. Google, as a third party, analyzes your activity on our site and compiles reports for us, which we then use to enhance the website's efficiency. The data collected through web analytics is primarily used for business analysis, helping us identify trends in platform usage so that we can continuously improve our website's performance. The types of data we gather include the number of visitors, login frequency, visit times and durations, and the pages or services accessed. This information is crucial for identifying usage patterns and improving our site accordingly.

Cookies for Marketing Purposes

To continually improve our services, we use third-party cookies to understand your preferences regarding our products and services. This enables us to tailor our advertising efforts to align with your interests. The third-party partners we work with may place cookies and use their own technologies on our site, but only with your consent. If you do not consent to third-party cookies, you may see less personalized advertising, or none at all.

Cookies Configuration

You can enable or disable certain cookies through your web browser settings. The process may vary depending on the browser you use, so we recommend checking your browser's Help Center for detailed instructions. As mentioned earlier, cookies play a crucial role in enhancing your website experience and its performance, so we encourage you to accept our cookies.

If you have any questions about our cookies or our cookie policy, feel free to contact us at info@impressario.partners.