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Cookies Policy


1. What is a Cookie?

Cookies are small text files that are saved on your computer or mobile device by the websites or applications that you visit. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies may store user preferences and other information. The use of cookies is now standard for most websites. If you are uncomfortable with the use of cookies, you can manage and control them through your browser, including removing cookies by deleting them from your 'browser history' (cache) when you leave the site. However, some website features or services may not function properly without cookies.

We use the term “cookies” throughout this Cookies Policy to also cover similar technologies such as Software Development Kits (SDKs).

2. Cookies used by the Company:

Type of Cookies	Key Purposes
Necessary cookies	Necessary cookies are required for the operations of the website to ensure the security, simplicity and integrity of functional use. They include, for example, cookies that enable basic functions like page navigation or enable you to log into secure areas of the website. The website cannot function properly without these cookies. These cookies placed on your device do not store any personally identifiable information.
Performance cookies	Performance cookies collect information about your use of the website, such as webpages visited and any error messages. Performance cookies are used to improve how a website works.


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Type of Cookies	Key Purposes
Targeting cookies	Targeting cookies may be set through our site by our advertising partners. They record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. If you do not allow these cookies, you will experience less targeted advertising.
Functionality cookies	Functionality cookies allow the website to remember any choices you make about the website (such as changes to text size, customized pages) or enable services such as commenting on a blog.
Social media cookies	Social media cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They can track your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies, you may not be able to use or see these sharing tools.

3. Third-party cookies

Third-party cookies are set by a provider other than the provider whose online service you are using (e.g. the operator of a website other than the one you are visiting)

Approved third parties may also set cookies when you interact with Siam Makro Public Company Limited 's services. Third parties include search engines, providers of measurement and analytics services, social media networks, and advertising companies. Third parties use cookies in the process of delivering content, including ads relevant to your interests, to measure the effectiveness of their ads, and to perform services on behalf of Siam Makro Public Company Limited.

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The third-party list is

Google Inc.

- Google Analytics
- Google Firebase
- Google Tag Manager

AppsFlyer Ltd.

Facebook

4. Retention Period

We retain your personal information for as long as is considered necessary for the purpose for which it was collected, used or disclosed as set out in this Cookies Policy. For the specific expiry of each type of cookies, please visit Cookies Setting at the footer menu in each of Makro websites and mobile applications that you are browsing


5. Change of Cookies Setting

You can use a cookie controller tool of the web browser to change the cookie preference by clicking ["Cookies Setting"] at the footer menu in each of our websites and mobile applications that you are browsing.

However, disabling cookies may affect the functionality of this website, as well as result in disability of certain functionality and features of this website.

6. More Information

Learn more about your rights as a data subject, who we are, and how you can contact us, etc. in our Privacy Policy at <https://www.siammakro.co.th/privacy-policy.php>

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7. Updates to this Cookies Policy

We regularly review and, if appropriate, update this Cookies Policy from time to time. Please refer to this page for the updated Cookies Policy.
