



Cookie Policy – Foodmaker

About this cookie policy

Foodmaker uses cookies on this website. This cookie policy explains what cookies are and how we use them. Read this policy to learn about the types of cookies we use, what information we collect using those cookies, how that information is used, and how you can manage cookie preferences. Consult our privacy policy for more information on how we use, save, and secure your personal data.

You can change or withdraw your consent to the cookie statement on our website at any time.

More information about who we are, how to contact us, and how we process personal data can be found in our privacy policy.

What are cookies?

Cookies are small text files used to store small pieces of information. These cookies are stored on your device when your browser loads the website. These cookies help us make the website work properly, make the website more secure, provide a better user experience, understand how the website is performing, and analyze what is working and where it needs improvement.

How do we use cookies?

Like most online services, our website uses first-party cookies and third-party cookies for several purposes. The first-party cookies are usually necessary for the website to function properly, and they do not collect identifiable personal information.

The third-party cookies used on our websites are used primarily to understand how the website performs, to see how you interact with our website, to secure our services, and to provide relevant advertisements. Analyzing user experience helps us to provide you with a better and faster website.



What types of cookies do we use?

Strictly necessary cookies:

Some cookies are essential to experience the full functionality of our site. They allow us to maintain user sessions and prevent security risks. They do not collect or store personal information.

Analytical cookies:

These cookies store information such as the number of visitors to the website, the number of unique visitors, which pages were visited, the source of the visit, etc. This data helps us understand how well the website is performing and where it needs improvement.

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies" to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including IP address) may be transmitted to and stored by Google on servers in the United States. Google uses this information to track how you use the website, compiling reports on website activity for website operators and providing other services related to website activity and internet usage. Google may provide this information to third parties if Google is legally required to do so, or to the extent that these third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings in your browser. By accepting analytical cookies, you consent to the processing of the information by Google in the manner and for the purposes described above.

Activating Google Signals in our Google Analytics account allows us to gain aggregated and anonymized insights into users' behavior across devices and their demographics. These insights are made possible because Google Analytics can link session data to information from logged-in Google users. The information that can be collected includes search history, location, and data from sites that partner with Google. This allows us to receive improved reports and more useful information about users' behavior, interests, and demographic characteristics. These reports help us to better understand users' behavior and preferences so that we can optimize and tailor our products and services to their needs. By default, the data is deleted after 26 months and collected only with users' consent. The retained data is always anonymized and summarized and never contains information about individuals. Users can manage or delete this data in their Google account.

Targeting cookies:

These cookies may be set by our advertisers on our website. They may be used by those companies to compile a profile of your interests to display relevant advertisements on other websites. They do not store direct personal information, but they are based on unique identifiers based on browser and device. If you do not allow these cookies, you will receive less targeted advertisements.



How can I manage my cookie preferences?

You can manage your cookie preferences for www.foodmaker.de by clicking on the icon at the bottom left of your screen or using the link in the footer.

Most internet browsers allow you to delete cookies from your hard drive or reject cookies before installation. For more information on this, consult your internet browser's instructions.

Users who opt out of "Personalized ads" through Google's ad settings will no longer receive personalized ads from Google.

Questions about the cookie policy

For questions about the cookie policy of Foodmaker, please contact us via it@thefoodmaker.com.