



Madeira
Promotion
Bureau

Cookie Policy – Madeira and Porto Santo Belongs to All

What are they?

"Cookies" are small text files with information considered relevant that the devices used for access (computers, mobile phones or portable mobile devices) load, through the internet browser, when a website is visited by the Client or User.

The use of cookies helps websites to recognise Users' and Customers' devices the next time they visit them, and in some cases it is also essential for them to function.

How do we use them?

The madeiraandportosanto.belongstoall.com website uses cookies in order to improve the performance and browsing experience of its users, increasing, on the one hand, the speed and efficiency of response and, on the other hand, eliminating the need to repeatedly enter the same information.

The cookies used on the website only retain information related to user preferences, and no personal identifiers are registered, storing only generic information, namely the form or geographical location of access and the way they use the features of the website itself.

What type of cookies do we use?

In relation to the type of intended purposes, the madeiraandportosanto.belongstoall.com website may, where appropriate, use different types of cookies, according to the following specifications:

(i) Essential cookies - some cookies are essential to access specific areas of the website, allowing navigation and use of its features, such as access to secure areas, through user registration - without these cookies, the services that require it cannot be provided.

(ii) functionality cookies - functionality cookies allow the user's preferences regarding browsing on websites to be remembered, thus not requiring reconfiguration and personalisation.

(iii) analytical cookies - these cookies are used to analyse how users use the online sites, allowing to highlight articles or services that may be of interest



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to users, monitoring the performance of the sites, as well as knowing which pages are the most popular, which method of linking between pages is most effective or to determine why some pages are receiving error messages - these cookies are used only to statistical creation and analysis purposes, without ever collecting personal information.

(iv) Marketing cookies - these cookies, used to create user profiles or to track the user's navigation on this or other websites to display advertisements that are relevant and engaging to the user.

For these purposes, APM can provide a high-quality experience to its users, personalizing information and offers and identifying or correcting any possible problems that may arise in the context of their use. Regarding the type of validity, there are two types of cookies:

(i) persistent cookies - these are cookies that are stored on the devices used to access the website (computers, mobile phones, etc.), at the level of the computer application used to browse the internet (browser), and are used whenever users visit any channel again - in general, they are used to direct navigation according to the user's interests, allowing APM to provide a more personalized service;

(ii) Session cookies - These are temporary cookies, which are generated and are only available until the session ends, since the next time the user accesses their internet browser the cookies will no longer be stored - the information obtained allows the management of sessions, identifies problems and provides a better browsing experience.

Analytical Cookies

Noman	Service	Purpose	Cookie type and expiration time
_clsk	Microsoft Clarity	Connects multiple page views by a user into a single Clarity session recording	Expires on 24 hours
_cltk	Microsoft Clarity	Used by Microsoft Clarity to store and track user interaction	Session Cookie
CLID	Microsoft Clarity	Identifies the first time Clarity saw this user on any website using Clarity	Expires on 12 months



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SM	Microsoft Clarity	A session cookie used to collect anonymous information about how visitors use a website to help improve their experience and to better target ads.	Session Cookie
c.gif	Microsoft Clarity	It collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	Session Cookie
_clck	Microsoft Clarity	Persists the Clarity user ID and preferences, unique to that site and is assigned the same user ID	Expires on 12 months
S7	Adobe Analytics	Collect data regarding the use of the website and user behavior on the website.	Persistent Cookie
MUID	Microsoft Bing	Sets a unique user id for tracking how the user uses the site.	Expires on 1 year and 30 days
MUID	Microsoft Bing	Sets a unique user ID to track how the user uses the site.	Expires on 1 year and 30 days
_Ga	Google Analytics	Records a specific ID used to create data about the user's use of the site	Expires on 1 year and 30 days
Ga#	Google Analytics	Used to distinguish individual users by designating a randomly generated number as a customer identifier, which allows for the calculation of visits and sessions	Expires on 1 year and 30 days

Advertising Cookies

Noman	Service	Purpose	Cookie type and expiration time
ANONCHK	Microsoft Bing	Used by Bing as a unique user identifier for users who see Bing ads	Expires on 10 minutes



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SRM_B	Microsoft Bing	Atlast Adserver used in conjunction with Bing services.	Expires on 1 year and 30 days
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Cookies de Performance

Noman	Service	Purpose	Cookie type and expiration time
MR	Microsoft Bing	This cookie is used by Microsoft to reset or update the MUID cookie.	Expires on 7 days
MR	Microsoft Bing	This cookie is used by Microsoft to reset or update the MUID cookie.	Expires on 7 days

Third-party cookies

Some services offered by our websites are the responsibility of external service providers, so you should consult the terms provided:

[Google](#)

[Adobe Analytics](#)

[Microsoft](#)

Services provided by third parties are beyond APM's control. Providers may at any time change the terms of service, the use and purpose of cookies, etc.

How to manage cookies?

Users can disable part or all the cookies at any time - they must follow the instructions available in each of the computer applications used to browse the internet (browser), however, with deactivation, they may lose access to some features of the website.

All browsers allow the user to accept, refuse or delete cookies, and to inform the user whenever a cookie is received, namely by selecting the appropriate settings in the respective browser. The user can configure cookies in the "options" or "preferences" menu of their browser.



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You can accept the use of cookies by clicking on the Accept cookies button in the information sentence on our websites or make your choices and manage them through the browsers and tools available.

Please note, however, that by disabling cookies, you may prevent some web services from working properly, affecting, partially or totally, navigation on the website.

Contacts

Any questions about our Cookie Policy can be sent to:

Madeira Promotion Association

Rua dos Aranhas, 24-26 . 9000-044 Funchal – Portugal

Website: <https://www.apmadeira.pt/en/>

Email: dpo@ap-madeira.pt

Phone number: +351 291 203 420

Cookie Policy Change

APM reserves the right to change this Cookie Policy at any time to reflect current privacy practices, while maintaining compliance with current legislation. When we make changes to the Privacy Policy, we revise the "updated date" in the footer of the document.

We advise you to read this Cookies Policy periodically so that you are aware of how APM protects your information.

Last modified date: May 6, 2025