

COOKIE POLICY - YAM STUDIOS

Information about our use of cookies.

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.**

These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Analytical/performance cookies.**

They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

- **Functionality cookies.**

These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.**

These cookies 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.

The table on the following page explains the cookies we use and why.

Advertising cookies can be deactivated by visiting the consumer page to manage the use of these types of cookies (<https://www.yamstudios.com/legal>).

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after a maximum of two years.

Cookie	Domain	Type	Description	Duration
_gat_gtag_UA_39381766_1	yamstudios.com	Analytics	Set by Google to distinguish users.	1 minute
test_cookie	doubleclick.net	Advertisement	The test_cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.	15 minutes
_gid	yamstudios.com	Analytics	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	1 day
_fbp	yamstudios.com	Advertisement	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	3 months
_gcl_au	yamstudios.com	Analytics	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.	3 months
_ga_5BE3F5S9F2	yamstudios.com	Analytics	This cookie is installed by Google Analytics.	2 years
_ga	yamstudios.com	Analytics	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	2 years