

Magento Cookie Policy

Effective April 12, 2019

Cookies and how we use them

Cookies are small text files stored by your web browser when you use websites. You can control how websites use cookies by configuring your browser's privacy settings (please refer to your browser's help function to learn more about cookie controls). Note that if you disable cookies entirely, Magento websites may not function properly.

Magento and the companies that help us run our business use cookies in several ways, such as:

- Authenticating and identifying you on our websites so we can provide you the services you requested
- Keeping track of information you have provided to us — for example, when you fill out forms or log in to your Magento account
- Remembering your preferences or where you left off in your use of an Magento website
- Measuring your use of Magento websites so that we can improve them, tailor our websites to your likely interests, and conduct market research
- Understanding your likely interests so we can provide you more relevant Magento ads and content on non-Magento websites and in non-Magento apps or extensions

Technologies similar to cookies

Technically speaking, cookies are called “HTTP cookies.” There are other technologies that can be used for similar purposes, such as HTML5 Local Storage and local shared objects (LSOs). LSOs are used by the authors of files that are read by Adobe® Flash® Player and the websites hosting those files (learn more about [Flash Player and LSOs](#)). We may use HTML5 Local Storage, LSOs, and similar technologies for authenticating you, keeping track of information you have provided to us, and remembering your preferences (see bullet points above).

Web beacons and embedded scripts

Web beacons and embedded scripts are other technologies that we use in our websites, as well as in some of our emails and ads.

Web beacons (or “tags”) are bits of programming code included in web pages, emails, and ads that notify Magento (or the companies that help us run our business) when those web pages, emails, or ads have been viewed or clicked on.

Embedded scripts are bits of programming code included within some of our web pages that measure how you use those web pages, such as which links you click. We use this information to improve our websites, tailor our websites to your likely interests, and conduct market research. You may be able to turn off scripting functionality, such as JavaScript, within your browser (please refer to your browser's help function). Note that if you disable scripting functionality, some Magento websites may not function properly.