

Cookie Policy

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Consumer protection: ANPC — Autoritatea Națională pentru Protecția Consumatorilor · EU Online Dispute Resolution platform

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This Cookie Policy explains how MERAKI HR SRL uses cookies and similar tracking technologies on the merakihr.eu website. It should be read alongside our Privacy Policy (merakihr.eu/privacy).

SCOPE NOTE: This Policy covers only the merakihr.eu public website. The PRISM Core HR platform (prismcorehr.eu) and the Prism ClearPay module use only strictly necessary session cookies for authentication and security. No analytics, marketing, or preference cookies are set within the PRISM platforms. The Prism ClearPay Diagnostic Questionnaire (accessible from merakihr.eu) inherits the merakihr.eu cookie settings.

1. What Are Cookies?

Cookies are small text files placed on your device by a website when you visit it. They are widely used to make websites work correctly, remember your preferences, and provide information to website owners about how their site is used. Similar technologies — such as pixel tags ("web beacons"), local storage objects (including `localStorage`), and session storage — work in similar ways and are also covered by this Policy.

We use a consent management approach: when you first visit merakihr.eu, a cookie banner appears. Your choices are saved in the `meraki-cookie-consent` cookie for 12 months. You can

change your preferences at any time by clicking "Cookie Settings" in the footer of our website.

2. Cookie Categories We Use on merakihhr.eu

2.1 Strictly Necessary Cookies

These cookies are essential for the website to function. They cannot be disabled without breaking core functionality. They do not require your consent under EU ePrivacy law.

_session | First-party, session | Duration: Session | Provider: merakihhr.eu

Maintains your session state while navigating the website. Expires when you close your browser.

csrftoken | First-party, session | Duration: Session | Provider: merakihhr.eu

Protects form submissions against cross-site request forgery (CSRF) attacks.

meraki-cookie-consent | First-party, persistent | Duration: 12 months | Provider: merakihhr.eu

Stores your cookie consent preferences so we do not re-ask on every visit. Records which cookie categories you have accepted or rejected.

2.2 Functional Cookies (require consent)

These cookies enable enhanced functionality and personalisation. They are activated only after you have given your consent.

calendly-* | Third-party, session | Duration: Session | Provider: Calendly Inc.

Calendly booking widget — remembers your scheduling preferences when booking a consultation or demo via our embedded Calendly widget. Active only on pages with the booking widget.

2.3 Analytics Cookies (require consent)

These cookies help us understand how visitors use our website so we can improve it. They are only activated after you have given your consent through our cookie banner.

_ga, _ga_XXXXXXXX | Third-party, persistent | Duration: 2 years (_ga) / 24 hours (_gid) | Provider: Google LLC

Google Analytics — distinguishes unique users and tracks sessions, page views, and engagement metrics. No individual is personally identified through these cookies.

_gid | Third-party, session | Duration: 24 hours | Provider: Google LLC

Google Analytics — distinguishes unique users within a 24-hour period.

_gtm_* | Third-party, session | Duration: Session | Provider: Google LLC

Google Tag Manager — manages the loading of other tracking scripts based on your consent status. Does not itself collect any personal data.

2.4 Marketing Cookies (require consent)

These cookies track your activity across websites to help us show you relevant advertising and measure campaign effectiveness. They are only activated after you have given your explicit consent.

_fbp | Third-party, persistent | Duration: 90 days | Provider: Meta Platforms, Inc.

Meta (Facebook) Pixel — used for conversion tracking and advertising attribution on Facebook and Instagram. Helps us measure the effectiveness of our advertising campaigns.

3. No Tracking Within PRISM Platforms

Neither PRISM Core HR (prismcorehr.eu) nor Prism ClearPay sets any analytics, marketing, or advertising cookies. Within those platforms, only the following strictly necessary cookies are used:

- **sb-access-token:** Supabase authentication token — maintains your logged-in session. Expires after session timeout or browser close.
- **sb-refresh-token:** Supabase token refresh — renews your session automatically. Duration: 7 days from last authentication.

These platform authentication cookies are essential for the PRISM software to function and do not require separate consent.

4. Your Cookie Choices

4.1 Cookie banner

When you first visit merakihr.eu, you will see a cookie banner. You can: accept all cookies; reject non-essential cookies (keeping only strictly necessary); or customise your preferences by category. Your choice is saved for 12 months in the `meraki-cookie-consent` cookie. You can change it at any time by clicking "Cookie Settings" in the footer of our website.

4.2 Browser controls

You can control and delete cookies through your browser settings. Note that disabling all cookies may prevent some parts of merakihr.eu from working correctly (for example, contact forms and the Calendly booking widget may not function without session cookies).

4.3 Opt-out tools

- Google Analytics: tools.google.com/dlpage/gaoptout (browser add-on for all browsers)
- Meta (Facebook) ads: facebook.com/settings?tab=ads
- General ad opt-out (EU): youronlinechoices.eu

5. International Transfers

Google and Meta are US-based companies. When analytics or marketing cookies are activated by your consent, some data (IP address, browser identifiers, page interaction events) is transferred to the USA under Standard Contractual Clauses and the EU-US Data Privacy Framework, as applicable. For full details of these safeguards, see our Privacy Policy Section 10.

Calendly is also a US-based company. Booking data submitted through our Calendly widget is processed under Standard Contractual Clauses. Calendly's own Privacy Policy applies to data processed through their service.

6. Updates to This Policy

We may update this Cookie Policy when we add or change tracking technologies on our website. We will update the effective date at the top and, where changes are material, notify subscribers by email. The current version is always available at merakihr.eu/cookies.

7. Contact

Questions about our cookie practices: merakihr.ro@gmail.com · merakihr.eu/privacy

