



MAIRA's Cookie Notice

Last updated: 8 August 2025

Maira Labs, Co. ("Maira Labs," "MAIRA," "us," "we," or "our") uses cookies and similar technologies (collectively, "cookies") on the <https://maira.one> website and in MAIRA services (the "Service").

This **Cookie Notice** explains what cookies are, how we use them, how third parties we partner with may use them on the Service, your choices regarding cookies, and further information about cookies. You can always manage your cookie settings with us by visiting this link [Cookie Settings](#).

Please see our **Privacy Notice** regarding our processing of your personal data.

What Are Cookies?

Cookies are small text files sent to your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third party to recognize you, making your next visit easier and the Service more useful to you. Some cookies are necessary for you to be able to make full use of a website's functionality.

Cookies can be "persistent" or "session" cookies.

- **Persistent cookies** remain on your computer or mobile device when you go offline.
- **Session cookies** are deleted as soon as you close your web browser.

Whether a cookie is persistent or a session cookie depends on its purpose. For example, a cookie essential for a website to operate is typically a session cookie, while a cookie that recognizes you and your preferences when you return to the site is a persistent cookie.

We also use **web beacons**, which are used to collect data for ad delivery analytics and for specific events like registration or conversion. A web beacon, also known as a web bug, 1x1 GIF, invisible GIF, and tracking pixel, is a tiny image referenced by a line of HTML or a block of JavaScript code embedded into our website.

How MAIRA Uses Cookies

When you use and access the Service, we may place a number of cookie files in your web browser.

We use cookies for the following purposes:

- To enable certain functions of the Service.
- To provide analytics.
- To store your preferences.

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Types of Cookies Used by MAIRA

We use cookies to make our sites and services easier to use and to adapt them to your interests and needs. By using cookies that track your previous interests, we can show you relevant information that aligns with your preferences. We use both session and persistent cookies on the Service, which we categorize as follows:

- **Necessary or Functional Cookies:** We may use these to remember information that changes how the Service behaves or looks, such as your language preference. We may also use account-related cookies to authenticate users and prevent fraudulent use of user accounts. These cookies are essential for the product to function properly.
- **Personalization Cookies:** These cookies remember information that changes how the Service behaves or looks, such as a "remember me" functionality, which is not strictly necessary for the Service to work.
- **Analytics and Marketing Cookies:** We may use analytics cookies to track information on how the Service is used so we can make improvements. We may also use them to test new advertisements, pages, features, or functionality to see how our users react.
- **Third-Party Cookies:** In addition to our own cookies, we may also use various third-party cookies to better understand Service usage, deliver advertisements on and through the Service, collect reviews, and make third-party tools like support chatbots work.

Third-Party Cookies

Below is a list of the third-party, analytics, marketing, and personalization cookies we currently use. If a third party sets multiple cookies, the expiry date shown is for the cookie with the longest lifetime.

Originator	Purpose	Type	Expiry Date
Google Analytics (Google Ireland Limited)	A web analysis service provided by Google that tracks and examines the use of this Application. It prepares reports on activities and may personalize ads.	Analytics and marketing	400 days
PostHog (PostHog, Inc.)	An analytics service that tracks website usage.	Analytics and marketing	180 days
Facebook Ads conversion tracking (Facebook pixel) (Facebook Ireland Ltd)	Connects data from the Facebook advertising network with actions performed on this Application, tracking conversions attributed to ads on Facebook, Instagram, and Audience Network.	Analytics and marketing	90 days

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LinkedIn Website Retargeting (LinkedIn Corporation)	A remarketing and behavioral targeting service that connects the activity of this Application with the LinkedIn advertising network.	Analytics and marketing	180 days
Google Tag Manager (Google Ireland Limited)	Manages tags and scripts needed for this Service in a centralized way. This may result in your data flowing through and being retained by these services.	Analytics and marketing	400 days
Intercom (Intercom R&D Unlimited Company Ireland)	Powers a chatbot on the website to enable easy navigation.	Analytics and marketing	365 days
Microsoft	Provides advertising analytics to understand how visitors interact with our website. These cookies collect anonymized information about user behavior (such as pages viewed, clicks, and scrolls) to improve website functionality and user experience.	Analytics and marketing	400 days
X.com	Enables the proper display of embedded content, facilitates content sharing, and collects analytics on user engagement. These cookies may track information about your session, including device data, interaction analytics, or preferences linked to X services.	Analytics and marketing	400 days

Managing Your Cookie Preferences

Given the complexity of cookie technologies, you are encouraged to contact Maira Labs if you would like to receive further information on our use of such technologies.

To delete or refuse cookies, please visit the help pages of your web browser. Keep in mind that if you do this, you might not be able to use all of the features we offer, store your preferences, or have some pages display properly.

Instructions for specific web browsers:

- **Chrome:** <https://support.google.com/accounts/answer/32050>
- **Internet Explorer:** <http://support.microsoft.com/kb/278835>
- **Firefox:** <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>



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- **Safari:** https://support.apple.com/kb/PH21411?locale=en_US
- **Any other web browser:** Please visit your web browser's official web pages for instructions.

To block individual originators or cookies on our website, you can follow the links in the table above to the relevant party's website. You may also follow the instructions provided by these industry initiatives:

- **YourOnlineChoices** (EU)
- **Network Advertising Initiative** (US)
- **Digital Advertising Alliance** (US)
- **DAAC** (Canada)
- **DDAI** (Japan)

These initiatives allow you to select your tracking preferences for most advertising tools. Maira Labs recommends using these resources in addition to the information provided in this document. The Digital Advertising Alliance also offers an application called AppChoices to help you control interest-based advertising on mobile apps.

More Information About Cookies

You can learn more about cookies at the following third-party websites:

- **AllAboutCookies:** <http://www.allaboutcookies.org/>

Changes to Our Cookie Notice

Maira Labs may update this **Cookie Notice** by publishing changes on its website. If we require your consent, we will request it the next time you visit our website.

Contact Us

If you have any questions or would like more information, please contact us at the details below.

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