Cookie Policy – Visit Madeira

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 visitmadeira.com website uses cookies 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 website visitmadeira.pt may use different types of cookies whenever justified, 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 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.

Essential Cookies

Name	Service	Purpose	Cookie type and duration
_grecaptcha	Google	Saves a value to verify that the user is not a bot	Persistent Cookie
_GRECAPTCHA	Google reCAPTCHA	Saves a value to verify that the user is not a bot	Expires on 6 months
.AspNetCore.Antiforgery.#	Microsoft	It is a security mechanism that defends the website against CSRF attacks.	Session Cookie

Functionality Cookies

Name	Service	Purpose	Cookie type and duration
AWSALBCORS	Amazon Web Services (AWS)	Used to provide *load balancing functionality*.	Expires on 7 days
MR	Microsoft	Reset or update the MUID cookie.	Expires on 7 days
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VISITOR_PRIVACY_METADATA	YouTube	Store the user's cookie consent state for the current domain	Expires on 6 months
__Secure-ROLLOUT_TOKEN	YouTube	manage the phased rollout of new features and updates	Expires on 6 months

Analytical Cookies

Name	Service	Purpose	Cookie type and duration
UCT	Usercentrics	Cookie management	Session Cookie
S7	Adobe Analytics	It collects data about the use and behavior of the user on the website.	Session Cookie
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_vwo_uuid	VWO	It is used to uniquely identify visitors to a website.	Expires on 1 year
_vis_opt_s	VWO	Store data about a user's session, such as the session's unique identifier and any experiences or variations the user is currently participating in.	Expires on 3 months
_vwo_sn	VWO	Used to store a unique identifier for a website visitor's current session.	Expires on 30 minutes
_vis_opt_test_cookie	VWO	Used to understand whether the visitor's browser supports cookies.	Session Cookie
v.gif	VWO	Used to track the number of unique visitors to an account. It also tracks the time set for *timeout* of events by the user.	Session Cookie

Analytical Cookies

Name	Service	Purpose	Cookie type and duration
_vwo_uuid_v2	VWO	Used to store a user's unique ID on the website	Expires on 1 year
_vwo_ds	VWO	Used to identify whether the user is visiting the website for the first time.	Expires on 7 days
Vt	Google Maps		Session Cookie
_cltk	Microsoft Clarity	Used to store and track user interaction.	Session Cookie
CLID	Microsoft Clarity	Identifies the first time MS Clarity identified the user.	Expires on 1 year
SM	Microsoft Clarity	Used to collect anonymous information about how users use the site, to help improve their experience, and to better target ads.	Session Cookie
_clck	Microsoft Clarity	Maintains the MS Clarity user ID and preferences assigned to the same user.	Expires on 1 year
_clsk	Microsoft Clarity	Links multiple page views of a user into a single MS Clarity session recording.	Expires on 1 day
c.gif	Microsoft Clarity	To collect data on the navigation and behaviour of users on the website.	Session Cookie
MUID	Microsoft Clarity	It sets a unique user ID to understand how the user	Persistent Cookie

Analytical Cookies

Name	Service	Purpose	Cookie type and duration
		navigates through the website.	
MUID	Microsoft Clarity	It sets a unique user ID to understand how the user navigates through the website.	Persistent Cookie
NID	Microsoft Clarity	Sets a unique ID to remember user preferences.	Server Cookie
NRJS-8ee30fb60b5d38aac95	Microsoft Clarity	Used to collect data about website visitors, such as their browsing behavior and session data, without tracking personal information.	Cookie de sessão
#collect	Google Analytics	Collects data such as visitor and device behavior from Google Analytics	Pixel Tracker

Advertising

Name	Service	Purpose	Cookie type and duration
lastExternalReferrer	Meta Platforms	Detects how the user reached the website by	Persistent Cookie

Analytical Cookies

Name	Service	Purpose	Cookie type and duration
		registering their last URL-address.	
lastExternalReferrerTime	Meta Platforms	Detects how the user reached the website by registering their last URL-address.	Persistent Cookie
VISITOR_INFO1_LIVE	YouTube	verify Google user account and most recent login time.	Expires on 6 months
YSC	YouTube	verify Google user account and most recent login time.	Expires on session
ANONCHK	Microsoft Bing	unique user identifier for users seeing bing ads	Expires on 10 minutes
_fbp	Facebook	identify visitors for personalized advertising.	Expires on 3 months
SRM_B	Microsoft Bing	Atlast Adserver used in conjunction with Bing services	Expires on 6 months

Third-party cookies

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

Amazon Web Services (AWS)

Youtube

Google

Microsoft

Meta Platforms (Facebook)

Usercentrics

VWO

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.

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 Bureau

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

Website: www.apmadeira.pt

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.

Date of last modification: April 24, 2025