

COOKIE POLICY

The Website uses cookies and other similar technologies that collect information related to the connection, browsers, and devices used by Internet users who access and use the Website (hereinafter, "**Users**"). **MSA** uses this information to manage and improve the proper functioning of the Website.

This policy describes what information these cookies collect, how they are used, and for what purpose. It also indicates how the User can restrict or block the automatic download of cookies; however, doing so could reduce or even hinder certain elements of the Website's functionality.

Furthermore, the User can configure the use of these technologies by expressly accepting the category of cookies they wish to activate through the **cookie banner** that appears the first time they access the Website. The Website uses a **Consent Management Platform (CMP)**, which allows for granular management of cookie activation according to the User's consent.

DEFINITION OF COOKIES

Cookies are small text files stored on the User's computer, smartphone, or other device when accessing the Internet. These technologies can be used for various purposes, such as ensuring the Website's correct operation, analyzing its use, recognizing Users to personalize content, displaying advertising based on browsing habits, and ensuring security during access and navigation.

HOW WE USE COOKIES

In summary, **MSA** uses the cookies listed in **Annex I** of this Policy to analyze Website use, measure results, improve operation, optimize User experience, adapt content to interests, and, where appropriate, manage advertising and digital marketing actions.

WHAT COOKIES WE USE

The Website uses both first-party and third-party cookies:

- **First-party cookies:** Sent to your device by MSA through the web domain.
- **Third-party cookies:** Sent to your device by domains not managed by MSA, but by another entity that processes the data collected through the cookies. These third parties may process data as independent controllers according to their own privacy policies. Specifically, the Website may use services from **Google, Meta (Facebook/Instagram), LinkedIn**, or other platforms for analytical, advertising, or content integration purposes. Users are encouraged to consult these third parties' privacy and cookie policies for more information.

Cookie Categories by Purpose:

- **Technical Cookies (Necessary):** Strictly necessary for navigation and the correct functioning of the Website, enabling basic functions like secure navigation. These **do not require User consent** under applicable regulations. No information collected via these cookies is shared with third parties.

- **Analytical Cookies:** Allow for the monitoring and aggregate, anonymous analysis of User behavior (pages visited, time spent, traffic source) to measure activity and improve services. These require **User consent**.
- **Preference Cookies:** Installed to personalize the User experience (e.g., whether certain pop-up windows appear) based on expressed preferences, such as remembering the acceptance of this Cookie Policy so the banner does not reappear. These require **User consent**.
- **Advertising Cookies:** Manage advertising spaces, measure campaign effectiveness, segment audiences, and show personalized ads based on browsing habits, even on other websites. These require **User consent**.

MSA may modify the cookies used based on technical needs or the evolution of the Website, in which case this Policy will be updated.

DISABLING COOKIES

Users can restrict or limit cookies by adjusting their browser settings. However, this may result in an inability to access certain parts of the Website or poor display of content. Therefore, disabling them is not recommended.

To disable cookies, look for the **Privacy** section in your browser's **Preferences** or **Settings** menu. Examples include:

- Microsoft Edge
- Google Chrome
- Firefox
- Safari

Users can also manage preferences through the configuration panel enabled on the Website.

MORE INFORMATION

If you have any questions, please contact us at: info@msa.com.ar.

Last version: May 6, 2026

ANNEX I: LIST OF COOKIES

Cookie	Cookie Type	Ownership	Definition	Retention Period
_ga	Analytical	Google	Anonymously identifies Users and collects usage statistics	2 years
ga<container-id>	Analytical	Google	Maintains the User session state	2 years
_gid	Analytical	Google	Identifies Users for a short period to generate usage statistics	24 hours
_gcl_au	Advertising	Google	Used by Google Ads to measure ad campaign effectiveness	3 months
IDE	Advertising	Google	Registers and reports User actions after interacting with ads	1 year

test_cookie	Technical	Google	Verifies if the browser supports cookies	15 minutes
CONSENT	Preference	Google	Stores User preferences regarding cookie consent	6 months
_fbp	Advertising	Meta	Tracks visits and measures ad campaign effectiveness	3 months
fr	Advertising	Meta	Used to offer, measure, and improve ad relevance	3 months
li_fat_id	Advertising	LinkedIn	Indirect identifier for conversion tracking in ad campaigns	30 days
li_gc	Preference	LinkedIn	Stores User consent for non-essential cookies	6 months

icl_current_language	Preference	WPML	Manages the language selected by the User	24 hours
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