

General Information

PRIVACY POLICY REGARDING THE USE OF COOKIES

This notice regarding the use of cookies applies to your interactions with our website, www.backstage-systems.ro, operated by **Backstage Production Group International S.R.L.**, a Romanian company headquartered at Str. Bucur, No. 4-6, Floor 2, Ap. 12, Room 5, Sector 4, Bucharest, and with a correspondence address at our working point on Str. Ipotesti, No. 19, Sector 4, Bucharest, registered with the Trade Registry under No. J40/16584/2003, with Unique Identification Code 15972430 (“the Company” or “Backstage”).

The placement of cookies and the processing of personal data through them are carried out in accordance with applicable legal regulations and our **Personal Data Processing Policy**.

At Backstage, the security and confidentiality of your personal data are of great importance to us. Therefore, we take all necessary and reasonable measures to ensure the protection and confidentiality of your personal data, as well as to process them in compliance with legal provisions and solely for the purposes specified below.

General Information about Cookies

Cookies are text files stored by your browser when you visit a website, allowing it to remember your preferences and certain information (such as display language or settings), to provide you with a personalized and optimized browsing experience in terms of both display and content.

Cookies may store information such as your IP address, browser type, device details, and site preferences, even if you are not logged in. Cookies cannot directly identify you, but your IP address can be associated with your country, city, and internet provider. Cookies can be stored in your browser either by the website you visit or by third-party traffic analysis or advertising services.

What Cookies Do We Use?

Backstage uses **session cookies**, **time-limited cookies**, and **permanent cookies**.

Session cookies are temporary files that access certain data about you or your device until you close the session or your web browser, at which point they are permanently deleted. Time-limited cookies are deleted once their duration expires, while permanent cookies remain active indefinitely.

You can manually delete cookies at any time. Once deleted, the organization owning that cookie will no longer receive information from you or your device. At the bottom of this page, you can find more details on how to manually delete cookies.

Deleting Cookies

Most browsers allow cookies to be saved by default on your device. You can modify your browser settings to automatically block the installation of any cookie or to notify you each time a new cookie is installed.

For more information about controlling and preventing cookie installation, please refer to the links below, depending on the browser you use. Please note that limiting cookies may affect some functionalities of our website.

- **Internet Explorer / Microsoft Edge:** <https://privacy.microsoft.com/ro-ro/privacystatement>
 - **Firefox:** <https://support.mozilla.org/ro/kb/activarea-si-dezactivarea-cookie-urilor>
 - **Google Chrome:** <https://www.google.com/chrome/privacy/>
 - **Safari:** <https://support.apple.com/ro-ro/guide/safari/sfri11471/mac>,
<https://support.apple.com/ro-ro/HT201265>
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Necessary Cookies

Mandatory

These are functional cookies essential for the operation of the website and cannot be disabled. They allow you to securely access different sections of our website. These cookies do not contain personal data that could directly identify you.

Name	Organization	Purpose	Type Expiration
SESSION	backstagesystems.ro	Keeps the visitor's identity across different pages of the website	HTTP Session
necessary	backstagesystems.ro	Stores the user's consent preferences regarding cookies	HTTP 1 year

Functional Cookies

Allowed

These cookies enable useful website functions, allowing visitors to express preferences such as display language, browser type, or geographic area.

Currently, Backstage does **not** use such cookies.

Traffic Analysis Cookies

Allowed

These cookies help us understand how visitors interact with our website. They provide us only with **anonymous, statistical information** about site usage, preferred pages, and visitor behavior, helping us improve user experience.

Name	Organization	Purpose	Type	Expiration
_ga	backstagesystems.ro	Registers a unique ID for generating statistical data on website usage; used by Google Tag Manager – involves data transfer to the USA	HTTP	2 years
_gat	backstagesystems.ro	Used by Google Analytics to throttle request rate – involves data transfer to the USA	HTTP	1 day
_gid	backstagesystems.ro	Registers a unique ID for statistical purposes; used by Google Tag Manager – involves data transfer to the USA	HTTP	1 day
_hjid	backstagesystems.ro	Sets a unique ID for the session to collect behavioral statistics – involves data transfer to the USA	HTTP	1 year
_hjid	hotjar.com	Sets a unique ID for the session to collect behavioral statistics – involves data transfer to the USA	HTTP	Permanent

Marketing Cookies

Allowed

Marketing cookies belong to third-party services used in collaboration with marketing and advertising partners. They are used to create marketing profiles and display ads on other sites you visit.

The information we access through these cookies cannot directly identify you; they only identify your browser. This process does **not** involve direct marketing targeting — you will not receive emails, SMS, or other direct communication from us simply by visiting our website and accepting these cookies.

Name	Organization	Purpose	Type Expiration
_fbp	backstagesystems.ro	Used by Facebook to deliver a series of ads from external advertisers – involves data transfer to the USA	HTTP 3 months
_gcl_au	backstagesystems.ro	Used by Google AdSense to test advertising efficiency across pages – involves data transfer to the USA	HTTP 3 months
_hjIncludedInSample	backstagesystems.ro	Determines whether the visitor’s browsing should be included in analytics statistics – involves data transfer to the USA	HTTP Session
fr	facebook.com	Used by Facebook to deliver ads from external advertisers – involves data transfer to the UK	HTTP 3 months
NID	google.com	Registers a unique ID that identifies the visitor’s device for targeted advertising – involves data transfer to the USA	HTTP 6 months
paged/1puser-list/#	google.com	Unclassified – involves data transfer to the USA	Pixel Session
r/collect	doubleclick.net	Sends device and behavioral data to Google Analytics; tracks visitor across devices and marketing	Pixel Session

Name	Organization	Purpose	Type Expiration
		channels – involves data transfer to the USA	
test_cookie	doubleclick.net	Checks if the visitor’s browser supports cookies – involves data transfer to the USA	HTTP 1 day
tr	facebook.com	Used by Facebook to deliver ads from external advertisers – involves data transfer to the UK	Pixel Session