



Mercedes-Benz



Cookies Policy

What are Cookies?

Cookies are small text files sent to your computer or mobile device when you visit websites. Cookies help websites to store and retrieve information about your browsing habits in order to customize browsing according to your preferences.

What types of cookies does our website use?

Session cookies: these are temporary cookies that remain in the browser's cookie file until the browser leaves the website, so that no record is left on the user's hard drive. The information collected by these cookies is used to analyse traffic patterns on the site. Ultimately, this allows us to improve the content and usability of the site.

Analysis cookies: These are those that are treated well by us or by third parties, allowing us to quantify the number of users and carry out the measurement and statistical analysis of how users use the service offered. We examine your navigation on our website, with the aim of improving the provision of the services that we make available to you.

Advertising cookies: These are those that are processed by us or by third parties, allowing us to more effectively manage the offer of advertising spaces that exist on the website, being able to analyse your browsing habits and show you advertising related to your browsing profile.

What cookies do we use on our website?

Own Cookies:

- Session cookies
- Store category information to display pages faster
- Indicate if you are currently logged in to the site
- Server session IDs
- Research information
- Indicate whether the user authorizes the use of cookies

Third Part Cookies:

- Used to distinguish users and sessions
- Used to determine new visits, sessions
- Store the traffic source to explain how the user arrives at the site
- They are used to identify users and prevent fraudulent use of user data and protect user data from third parties
- Used to personalize advertising on Publisher Networks
- Allow the site to remember browsing preferences, language, region

Others:

- Web analytics and videos
- Determines which server shows the information to the user
- Follows active sessions
- Determines if cookies are enabled
- Measure user response time
- Identifies how many times a user has visited us
- They let you know if it's your first visit to the site or not

What does it mean not to authorize the use of cookies?

If you prefer not to allow cookies, you have the possibility to disable cookies in the internet browser (browser) you are using, but you should bear in mind that it may prevent some web pages from being displayed correctly.

How to configure my browser?

Google Chrome

1. Click on the Google Chrome menu icon;
2. Select Settings;
3. At the bottom of the page, click Show advanced settings;
4. In the "Privacy" section, click Content Settings;
5. Enable or disable cookies:
 1. To enable cookies, select Allow local data to be set (recommended).
 2. To disable cookies, select Block any data settings by websites.

Internet Explorer

1. Open Internet Explorer by clicking the Start button and then clicking Internet Explorer;
2. Click the Tools button and then click Internet Options;
3. Click the Privacy tab, and under Settings, move the slider to the top to block all cookies or to the bottom to allow all cookies, then click OK.

Firefox

1. Select Tools > Options and go to the Privacy panel;
2. From the Save until menu, select the close Firefox option.

If you want to allow sites you trust to store cookies permanently (for example, to allow automatic authentication on a certain site), press Exceptions..., enter the website address and press Allow.

Safari

1. Click "Edit";
2. Select "Preferences";
3. On the top panel, select the "Security" icon;
4. In the "Accept Cookies" section, select "Never".

Opera

1. Click Settings;
2. Select Preferences > Advanced > Cookies > Enable or disable cookies.