



## Cookie Policy

### Cookie Consent Banner

We use essential cookies to ensure our website functions properly. With your permission, we may also use optional cookies to enhance your experience, analyse website traffic, and support our marketing activities. You can update your preferences at any time by selecting "Cookie Settings."

### 1. What Are Cookies?

Small text files stored on your device to make websites work efficiently, remember preferences, improve browsing, understand usage, and provide relevant content.

### 2. Types of Cookies We Use

Strictly Necessary (no consent needed):

- Session management, security authentication, load balancing

Analytics (with consent):

- Google Analytics (\_ga, \_gid, \_gat) for usage tracking
- Retained for 26 months

Functionality (with consent):

- Remember preferences and communication choices
- Cookie consent record (1 year)

Marketing (with consent):

- Google Ads, Facebook Pixel, LinkedIn Insight Tag
- Retargeting and conversion tracking
- Retained for 3 months

### 3. Cookie List

| Cookie Name    | Type      | Purpose                                | Duration |
|----------------|-----------|----------------------------------------|----------|
| _ga            | Analytics | Google Analytics - user behavior       | 2 years  |
| _gid           | Analytics | Google Analytics - distinguishes users | 24 hours |
| _gat           | Analytics | Google Analytics - request throttling  | 1 minute |
| cookie_consent | Necessary | Stores preferences                     | 1 year   |
| session_id     | Necessary | Maintains session                      | Session  |
| _fbp           | Marketing | Facebook Pixel - conversions           | 3 months |
| li_sugr        | Marketing | LinkedIn - identification              | 3 months |

### 4. Third-Party Privacy Policies

- Google Analytics: [policies.google.com/privacy](https://policies.google.com/privacy)
- Google Ads: [policies.google.com/technologies/ads](https://policies.google.com/technologies/ads)
- Facebook: [facebook.com/privacy/policy](https://facebook.com/privacy/policy)
- LinkedIn: [linkedin.com/legal/privacy-policy](https://linkedin.com/legal/privacy-policy)

### 5. Managing Cookies

Cookie Banner: Accept/reject non-essential cookies on first visit. Change via "Cookie Settings" link in footer.

Browser Settings: View, delete, or block cookies through browser settings:

- Chrome: [support.google.com/chrome/answer/95647](https://support.google.com/chrome/answer/95647)
- Firefox: [support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer](https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer)
- Safari: [support.apple.com/guide/safari/manage-cookies-sfri11471/mac](https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac)
- Edge: [support.microsoft.com/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09](https://support.microsoft.com/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09)
- Opera: [help.opera.com/en/latest/web-preferences/#cookies](https://help.opera.com/en/latest/web-preferences/#cookies)

#### Opt-Out Tools:

- Google Analytics: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout)
- Your Online Choices: [youronlinechoices.com](https://youronlinechoices.com)
- Network Advertising Initiative: [optout.networkadvertising.org](https://optout.networkadvertising.org)

Note: Blocking cookies may affect website functionality.

#### 6. Similar Technologies

Web beacons (pixels), local storage, and session storage are used for similar purposes and covered by this policy.

#### 7. Do Not Track Signals

Our website does not currently respond to DNT signals as there is no industry-wide standard.

#### 8. Your Rights

See our Privacy Policy for comprehensive data rights information.

#### 9. Contact

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