

# COOKIE POLICY

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This Cookie Policy (this "**Policy**") explains how **[COMPANY LEGAL NAME]**, a **[STATE] [ENTITY TYPE]** with its principal place of business at **[COMPANY ADDRESS]** ("**Company**," "**we**," "**us**," or "**our**"), uses cookies and similar technologies on **[WEBSITE URL / APP NAME]** (the "**Service**"), and the choices available to individuals who use the Service ("**you**" or "**User**").

**Recitals.** Cookies and similar technologies help the Service function, remember your preferences, keep the Service secure, and measure and improve performance. This Policy describes the categories of technologies we use, the purposes for which we use them, how long they persist, and how you can manage them. It should be read together with our **[PRIVACY POLICY]**, which explains how we handle Personal Information more generally. By using the Service, or by accepting cookies through any consent mechanism we provide, you agree to the use of cookies as described in this Policy, except where applicable law requires separate consent.

## 1. What Cookies Are

**1.1 Definition.** A "**Cookie**" is a small text file placed on your device when you visit a website or use an application. Cookies allow the Service to recognize your device, store information about your session and preferences, and operate reliably.

**1.2 Similar technologies.** This Policy also covers technologies that perform functions similar to cookies, including pixels, web beacons, local storage, software development kits, and device identifiers (together with Cookies, "**Tracking Technologies**").

**1.3 First-party and third-party.** "**First-party**" Tracking Technologies are set by the Company. "**Third-party**" Tracking Technologies are set by other parties, such as analytics or advertising providers, whose own privacy and cookie notices govern their use of the information they collect.

## 2. Categories of Cookies We Use

**2.1 Strictly necessary.** These Tracking Technologies are required for the Service to function, including authentication, security, load balancing, and remembering items you have selected. The Service cannot operate properly without them, and they generally cannot be switched off in our systems.

**2.2 Functional.** These Tracking Technologies remember choices you make, such as language, region, and display preferences, to provide enhanced and personalized features. Disabling them may degrade certain functionality.

**2.3 Performance and analytics.** These Tracking Technologies collect information about how Users interact with the Service, such as which pages are visited and whether errors occur, so we can measure and improve performance. The information is **[aggregated / pseudonymized]** where feasible.

**2.4 Advertising and targeting.** **[IF APPLICABLE: These Tracking Technologies are used to deliver advertising relevant to you and to measure the effectiveness of campaigns. They may be set by us or by**

advertising partners and may be used to build a profile of your interests.]

### 3. Why We Use Cookies

**3.1 Purposes.** We use Tracking Technologies to: (a) operate and secure the Service; (b) authenticate Users and prevent fraud; (c) remember preferences; (d) analyze usage and improve features; and (e) where applicable and permitted, deliver and measure advertising.

**3.2 No undisclosed purposes.** We do not use Tracking Technologies for purposes materially different from those described in this Policy without updating this Policy and, where required, obtaining your consent.

### 4. Duration of Cookies

**4.1 Session cookies.** "Session Cookies" are temporary and are deleted when you close your browser or app. We use them to support core functions during a single visit.

**4.2 Persistent cookies.** "Persistent Cookies" remain on your device until they expire or you delete them. We use them to remember preferences and recognize returning Users. Retention periods vary by Cookie and are designed to be no longer than necessary for the stated purpose.

### 5. Third-Party Cookies and Providers

**5.1 Providers.** We work with third-party providers who may set Tracking Technologies through the Service, such as [ANALYTICS PROVIDER], [ADVERTISING PROVIDER], and [OTHER PROVIDERS].

**5.2 Independent controllers.** These providers act as independent controllers of the information they collect through their own Tracking Technologies, and their own privacy and cookie notices govern that processing. We encourage you to review those notices.

**5.3 No control over third-party practices.** We are not responsible for the content or privacy practices of third-party providers, except as required by applicable law or our agreements with them.

### 6. Your Choices and Controls

**6.1 Consent mechanism.** Where required by applicable law, we present a consent banner or preference center that lets you accept or reject non-essential Tracking Technologies before they are set, and to change your choices later.

**6.2 Browser controls.** Most browsers let you block or delete Cookies through their settings. Blocking Strictly Necessary Cookies may prevent parts of the Service from working.

**6.3 Opt-out tools.** You may be able to opt out of certain analytics and advertising Tracking Technologies through industry opt-out tools or the settings provided by the relevant third-party providers.

**6.4 Global privacy signals.** Where required by applicable law, we honor recognized browser-based privacy preference signals as an opt-out of applicable Tracking Technologies.

### 7. Changes to This Policy

**7.1 Updates.** We may update this Policy from time to time to reflect changes in the Tracking Technologies we use or in applicable law. We will post the revised Policy with a new effective date.

**7.2 Notice.** Where required by law, we will provide additional notice or re-obtain consent before relying on material changes.

## 8. Contact Information

8.1 **How to reach us.** If you have questions about this Policy or about the Tracking Technologies we use, contact us at **[PRIVACY EMAIL]**, **[MAILING ADDRESS]**, or **[PHONE]**.

8.2 **Related notices.** For more information about how we handle Personal Information generally, please review our **[PRIVACY POLICY]**.

This Policy is published by the Company and is effective as of the date below.

### COMPANY

Signature: \_\_\_\_\_

Printed name: **[NAME]**

Title: **[TITLE, or N/A for a published policy]**

Effective date: \_\_\_\_\_

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