

COOKIES POLICY

Please read this cookie policy carefully as it contains important information on who we are and how we use cookies on our Services. This policy should be read together with our Privacy Policy which set out who we are, how to contact us, what data is collected, how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities if you have a complaint.

1 COOKIES

A cookie is a small text file which is placed onto your device (e.g. your smartphone or other electronic device) when you use our Services. When we use cookies on our Services, you will always be informed by a pop-up within the Services.

Cookies help us to recognise you and your device and allow us to store some information about your preferences or past actions, including your location data (for more information, please see our Privacy Policy).

For example, we may monitor how many times you use our Services, which parts of the Services you go to, location data. This information helps us to understand use of the Services by our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

For further information on cookies generally, including how to control and manage them, visit the guidance on cookies published by the UK Information Commissioner's Office, www.aboutcookies.org or www.allaboutcookies.org.

2 CONSENT TO USE COOKIES AND CHANGING SETTINGS

We will ask for your consent to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested (e.g. to allow you to remain logged-in to the Services as you navigate within the Services and use the Services functionalities).

You can withdraw any consent to the use of cookies or manage any other cookie preferences by using the tool made available to you within the Services itself. You can then adjust sliders or untick boxes as appropriate to reflect your choice. It may be necessary to refresh or restart the Services for the updated settings to take effect.

3 OUR USE OF COOKIES

The table below provides more information about the cookies we use and why:

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
Website Cookies	Google Analytics	<i>Here are the main purposes of using Google Analytics for websites: Key Purposes of Google Analytics</i>	<i>Yes, Google Analytics uses non-essential cookies, and their use typically requires user consent under data protection regulations like the General Data</i>

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
		<p><i>Traffic Analysis:</i></p> <p><i>Purpose: Track and analyze the amount of traffic coming to your website.</i></p> <p><i>Benefits: Understand overall website performance, identify traffic sources (organic search, paid ads, social media, direct visits, etc.), and see how traffic changes over time.</i></p> <p><i>User Behavior Insights:</i></p> <p><i>Purpose: Gain insights into how users interact with your website.</i></p> <p><i>Benefits: Understand user behavior on your site, such as which pages are most visited, how long users stay on your site (average session duration), and the paths they take (user flow). This information helps identify popular content and potential areas for improvement.</i></p> <p><i>Conversion Tracking:</i></p> <p><i>Purpose: Measure specific actions that users take on your website, such as purchases, form submissions, or sign-ups.</i></p> <p><i>Benefits: Track the effectiveness of your marketing efforts and website design in driving conversions. You can set up and monitor goals, track e-commerce transactions, and analyze the conversion funnel.</i></p> <p><i>Audience Insights:</i></p> <p><i>Purpose: Learn more about your website visitors, including their demographics, interests, and geographic locations.</i></p> <p><i>Benefits: Tailor your content and marketing strategies to</i></p>	<p><i>Protection Regulation (GDPR) in the European Union and similar privacy laws in other regions.</i></p> <p><i>Consent Requirements</i></p> <p><i>GDPR Compliance: Under GDPR, websites must obtain explicit consent from users before placing non-essential cookies, including those used by Google Analytics. This means users must be informed about the cookies being used and must actively opt-in to their use.</i></p> <p><i>Cookie Consent Banner: Most websites implement a cookie consent banner or pop-up that informs users about the use of cookies and asks for their consent. This banner should:</i></p> <p><i>Explain the types of cookies used.</i></p> <p><i>Provide a clear option to accept or reject cookies.</i></p> <p><i>Include a link to the website's cookie policy or privacy policy, where users can get more detailed information.</i></p>

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
		<p><i>better meet the needs and preferences of your target audience. Identify new market opportunities based on audience data.</i></p> <p><i>Marketing Campaign Analysis:</i></p> <p><i>Purpose: Evaluate the performance of your marketing campaigns.</i></p> <p><i>Benefits: Track the success of various marketing efforts, including email campaigns, social media marketing, and paid advertising. Analyze metrics such as click-through rates, conversion rates, and return on investment (ROI).</i></p> <p><i>Site Performance Monitoring:</i></p> <p><i>Purpose: Monitor the technical performance of your website, including load times and mobile usability.</i></p> <p><i>Benefits: Ensure a smooth and fast user experience by identifying and addressing technical issues that may affect site performance. Track metrics like page load speed, mobile compatibility, and site search functionality.</i></p> <p><i>Content Performance Evaluation:</i></p> <p><i>Purpose: Assess the performance of your website content.</i></p> <p><i>Benefits: Identify which content resonates most with your audience and drives the most engagement and conversions. Optimize content strategy based on user engagement metrics, such as page views, bounce rate, and average time on page.</i></p>	

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
		<p><i>Custom Reporting and Analysis:</i></p> <p><i>Purpose: Create customized reports and dashboards to focus on specific metrics and data points relevant to your business goals.</i></p> <p><i>Benefits: Gain a tailored view of your website's performance, track key performance indicators (KPIs), and share insights with stakeholders. Use custom dimensions and metrics to measure unique business data.</i></p> <p><i>Google Analytics tracks data for as long as the tracking code remains on your website and your Google Analytics account is active. However, the retention of user-level and event-level data, which includes cookies, user identifiers, and advertising identifiers, can be controlled through the data retention settings within Google Analytics.</i></p>	
Website Cookies	Google Tag Manager	<p><i>Google Tag Manager (GTM) is a tool that allows website owners and marketers to manage and deploy marketing and analytics tags (snippets of code or tracking pixels) on their websites without needing to modify the site's code directly. Here's a summary of its main purposes:</i></p> <p><i>1. **Simplified Tag Management**:</i></p> <ul style="list-style-type: none"> <i>- **Purpose**:</i> Streamline the process of adding, updating, and managing tags on your website. <i>- **Benefit**:</i> Reduces the dependency on developers for 	<p><i>Google Tag Manager and Consent Requirements</i></p> <p><i>**Google Tag Manager (GTM)** itself is not inherently a cookie; it is a tool that manages and deploys tags (snippets of code) on your website. Whether or not GTM requires user consent depends on the types of tags it is used to manage. Here's a summary:</i></p> <p><i>Non-Essential Cookies and Consent</i></p>

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
		<p><i>tag implementation, allowing marketers to make changes quickly and efficiently.</i></p> <p>2. Centralized Control:</p> <ul style="list-style-type: none"> - Purpose: Provide a single platform to manage all tags. - Benefit: Centralizes tag management, making it easier to maintain and update tracking codes across your site. <p>3. Improved Website Performance:</p> <ul style="list-style-type: none"> - Purpose: Enhance site performance by loading tags asynchronously. - Benefit: Minimizes the impact of tags on page load times, leading to a better user experience. <p>4. Enhanced Flexibility:</p> <ul style="list-style-type: none"> - Purpose: Allow for advanced tag configurations and triggers based on specific user interactions. - Benefit: Enables more sophisticated tracking and marketing strategies without complex coding. <p>5. Version Control and Debugging:</p> <ul style="list-style-type: none"> - Purpose: Track changes and troubleshoot tag issues. - Benefit: Version control allows you to roll back changes if needed, and built-in debugging tools help ensure tags fire correctly. <p>6. Integration with Other Tools:</p>	<p>1. GTM Itself:</p> <ul style="list-style-type: none"> - Nature: GTM is a tag management system and does not set cookies on its own. - Consent Requirement: GTM does not require consent if it is only used to manage tags that do not set cookies or track personal data. <p>2. Tags Managed by GTM:</p> <ul style="list-style-type: none"> - Non-Essential Tags: Tags that track user behavior, collect analytics data (e.g., Google Analytics), or serve personalized ads (e.g., Facebook Pixel) are considered non-essential. - Consent Requirement: Tags that set non-essential cookies or track personal data require user consent under regulations like GDPR. <p>Implementation</p> <ul style="list-style-type: none"> - Consent Management: You should implement a consent management platform (CMP) to obtain user consent before loading non-essential tags managed by GTM. - Conditional Tag Firing: Configure GTM to load specific tags only after obtaining user consent, ensuring

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		<p>- Purpose: Seamlessly integrate with Google Analytics, Google Ads, and other third-party services.</p> <p>- Benefit: Enhances the capabilities of your existing analytics and marketing tools.</p> <p><i>Tracking Duration with Google Tag Manager</i></p> <p>Google Tag Manager itself does not track data. Instead, it manages and deploys tracking tags (like those from Google Analytics, Facebook Pixel, etc.) that collect and track data. The duration for which data is tracked depends on the specific tags implemented through GTM. For example:</p> <p>- Google Analytics: The tracking duration is governed by Google Analytics settings, particularly the data retention settings configured within your Google Analytics account.</p> <p>- Other Tags: Each third-party service integrated through GTM (such as advertising platforms or other analytics tools) will have its own data retention policies and settings.</p> <p><i>Summary</i></p> <p>Google Tag Manager simplifies the management and deployment of various tracking and marketing tags on websites, offering centralized control, improved performance, flexibility, and easy integration with other tools. It itself does not track data but facilitates the use of other tracking services whose</p>	<p>compliance with privacy regulations.</p> <p><i>Summary</i></p> <p>Google Tag Manager itself is not a non-essential cookie and does not require consent. However, if GTM is used to manage tags that set non-essential cookies or track personal data, then obtaining user consent is necessary. Implementing a consent management platform and configuring GTM to fire tags conditionally based on user consent helps ensure compliance with data protection regulations.</p>

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
		<i>data retention durations depend on their specific configurations.</i>	
Website Cookies	Meta Pixel	<p>The Meta Pixel (formerly Facebook Pixel) is a piece of code that you place on your website to help you understand the actions people take on your site and to measure the effectiveness of your advertising campaigns on Facebook. Here are the main purposes of Meta Pixel:</p> <ol style="list-style-type: none"> 1. Conversion Tracking: <ul style="list-style-type: none"> - Purpose: Track specific actions users take on your website after clicking on your ads (e.g., purchases, sign-ups, and other conversions). - Benefit: Measure the effectiveness of your ads in driving these valuable actions. 2. Ad Optimization: <ul style="list-style-type: none"> - Purpose: Optimize your Facebook ads based on the actions users take on your website. - Benefit: Automatically show your ads to people who are more likely to convert, improving ad performance and ROI. 3. Audience Building: <ul style="list-style-type: none"> - Purpose: Create custom audiences based on website visitor behavior. - Benefit: Target ads to people who have already shown interest in your products or services, and create lookalike audiences to find similar potential customers. 	<p>Meta Pixel, like Google Analytics and other tracking technologies, is considered a non-essential cookie under data protection regulations such as the General Data Protection Regulation (GDPR) in the European Union. Here's a summary regarding whether Meta Pixel requires consent:</p> <p>Is Meta Pixel a Non-Essential Cookie?</p> <p>- Non-Essential Nature: Meta Pixel tracks user interactions and collects data for purposes such as conversion tracking, ad optimization, audience building, and remarketing. These functionalities classify it as a non-essential cookie because it is used for analytics and marketing purposes rather than essential site functionality.</p> <p>Does Meta Pixel Require Consent?</p> <p>- Consent Requirement: Yes, under GDPR and similar privacy laws, Meta Pixel (Facebook Pixel) does require user consent before it can be placed or activated on a user's device.</p>

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		<p>4. Remarketing:</p> <ul style="list-style-type: none"> - Purpose: Retarget visitors who have previously visited your website but did not complete a desired action. - Benefit: Re-engage potential customers by showing them relevant ads, encouraging them to return and complete their purchase or other actions. <p>5. Comprehensive Analytics:</p> <ul style="list-style-type: none"> - Purpose: Gain insights into user interactions and behaviors on your website. - Benefit: Understand user journeys, identify high-performing pages, and make data-driven decisions to improve website and campaign performance. <p>Summary</p> <p>The Meta Pixel is essential for tracking conversions, optimizing ads, building targeted audiences, and remarketing to users based on their interactions with your website. It provides valuable insights and tools to enhance the effectiveness of your Facebook advertising efforts and improve overall marketing strategies.</p> <p>Meta Pixel (formerly Facebook Pixel) tracks user interactions and events on your website for as long as the Pixel code remains active and the associated Facebook Ads account is active. Here are some key points to consider</p>	<p>Implementing Consent</p> <p>To comply with data protection regulations:</p> <ol style="list-style-type: none"> 1. Cookie Consent Banner: Implement a cookie consent banner or pop-up on your website that informs users about the use of Meta Pixel (Facebook Pixel) and other non-essential cookies. This banner should provide clear information about the types of cookies used, their purposes, and give users the option to accept or reject them. 2. Obtaining Consent: Users must actively consent to the use of Meta Pixel (Facebook Pixel) before it starts tracking their interactions on your website. Consent should be obtained before any non-essential cookies are set or activated. 3. Managing Consent: Utilize a consent management platform (CMP) if needed to manage and document user consent preferences effectively. <p>Summary</p> <p>Meta Pixel (Facebook Pixel) is classified as a non-essential cookie</p>

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		<p>regarding the tracking duration:</p> <ol style="list-style-type: none"> Active Pixel Code: Meta Pixel tracks user interactions as long as the Pixel code is correctly implemented on your website and continues to fire events to Facebook's servers. Data Retention: Facebook provides controls over data retention periods through its settings. You can configure how long Facebook retains the data collected by the Meta Pixel. Options typically include retention periods like 30 days, 60 days, 90 days, 180 days, and All data. User Control: Users have the option to remove the advertiser from can even if even may even had was 	<p>due to its tracking and analytics functionalities. Therefore, website owners using Meta Pixel must obtain user consent before deploying it on their websites, ensuring compliance with privacy regulations like GDPR and respecting users' rights to control their personal data.</p>
Website Cookies	Google Ads Tracking	<p>Google Ads Tracking for websites refers to the tools and methods provided by Google Ads (formerly Google AdWords) to measure and analyze the performance of advertising campaigns that drive traffic to your website. Here's an overview of its purpose and tracking duration:</p> <p>Purpose of Google Ads Tracking for Websites</p> <ol style="list-style-type: none"> Conversion Tracking: <ul style="list-style-type: none"> Purpose: Measure specific actions that users take on your website after clicking on a Google Ads ad, such as purchases, sign-ups, or form submissions. 	<p>Google Ads Tracking involves the use of cookies and similar tracking technologies to measure and optimize advertising campaigns. Here's how it relates to consent and managing user preferences:</p> <p>Is Google Ads Tracking a Non-Essential Cookie?</p> <p>- Non-Essential Nature: Yes, Google Ads Tracking cookies are considered non-essential cookies because they are used for tracking and</p>

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		<p>- Benefits: Helps you understand which ads and keywords are driving valuable customer actions, allowing for optimization of ad spend and campaign performance.</p> <p>2. Audience Targeting and Remarketing:</p> <p>- Purpose: Build custom audiences based on user interactions on your website (e.g., pages visited, actions taken).</p> <p>- Benefits: Target ads to specific segments of your audience or retarget users who have previously visited your site but did not convert, encouraging them to return and complete a desired action.</p> <p>3. Performance Analysis:</p> <p>- Purpose: Analyze the effectiveness of your Google Ads campaigns.</p> <p>- Benefits: Gain insights into metrics like click-through rates (CTR), conversion rates, cost per acquisition (CPA), and return on ad spend (ROAS). Use these insights to make data-driven decisions and optimize future campaigns.</p> <p>4. Integration with Google Analytics:</p> <p>- Purpose: Combine Google Ads data with Google Analytics to get a comprehensive view of user behavior from ad click to website interaction.</p> <p>- Benefits: Understand the full customer journey, identify touchpoints that contribute to conversions, and attribute conversions</p>	<p>analytics purposes related to advertising rather than essential website functionality.</p> <p>Managing Consent for Google Ads Tracking</p> <p>To comply with privacy regulations such as GDPR and CCPA, and to respect user preferences regarding data collection and tracking, here are steps to manage consent for Google Ads Tracking:</p> <p>1. Cookie Consent Banner:</p> <p>- Implement a cookie consent banner or pop-up on your website that informs users about the use of non-essential cookies, including Google Ads Tracking cookies.</p> <p>- Provide clear information about the types of cookies used, their purposes (e.g., tracking user interactions for advertising optimization), and link to your privacy policy for more detailed information.</p> <p>2. Obtaining Consent:</p> <p>- Users must actively consent to the use of non-essential cookies, including Google Ads Tracking cookies, before they are set or activated on their devices.</p>

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
		<p>accurately to your advertising efforts.</p> <p><i>Tracking Duration</i></p> <p>Google Ads does not have a predefined expiration period for tracking user interactions on your website. Instead, the tracking duration is typically governed by:</p> <ul style="list-style-type: none"> - **Cookies**: Google Ads uses cookies to track user interactions and conversions. The duration for which these cookies remain active can vary based on user settings, browser settings, and other factors. - **Data Retention Policies**: Google Ads stores data related to your advertising campaigns, including conversion tracking data, for an indefinite period unless you specify otherwise. <p><i>Managing Tracking and Privacy</i></p> <ul style="list-style-type: none"> - **Privacy Settings**: Advertisers should provide clear information about data collection practices in their privacy policies and comply with applicable data protection regulations (e.g., GDPR, CCPA). - **User Control**: Users can manage their ad personalization settings through their Google Account and opt out of personalized advertising if they choose to do so. <p><i>Summary</i></p>	<ul style="list-style-type: none"> - Implement mechanisms within your cookie consent banner to allow users to accept or reject these cookies based on their preferences. <p>3. **Managing Preferences**:</p> <ul style="list-style-type: none"> - Utilize a consent management platform (CMP) if necessary to manage and document user consent preferences effectively. - Give users the ability to change their cookie preferences or withdraw consent at any time through clear and accessible settings. <p>4. **Integration with Google Tag Manager**:</p> <ul style="list-style-type: none"> - If you use Google Tag Manager (GTM) to deploy Google Ads Tracking tags, configure GTM to fire these tags only after obtaining user consent. - Use triggers and variables within GTM to control when Google Ads Tracking tags are activated based on user consent status. <p>5. **Transparency and Compliance**:</p> <ul style="list-style-type: none"> - Ensure transparency in your data collection practices and comply with applicable privacy laws and regulations. - Regularly review and update your privacy policy and cookie policy

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		<p><i>Google Ads Tracking for websites enables advertisers to measure the effectiveness of their advertising campaigns, optimize performance, and reach targeted audiences. While Google Ads does not have a specific expiration period for tracking, the duration of tracking interactions on your website is influenced by cookie settings and data retention policies. Adherence to privacy regulations and transparent data practices are essential when implementing Google Ads Tracking to ensure user privacy and compliance.</i></p>	<p><i>to reflect changes in your data processing practices, including Google Ads Tracking.</i></p> <p><i>Summary</i></p> <p><i>Google Ads Tracking involves non-essential cookies used for tracking and optimizing advertising campaigns. It requires user consent under data protection regulations like GDPR. Implementing a cookie consent banner, obtaining explicit consent from users, managing preferences effectively, and ensuring transparency in data practices are essential steps to comply with regulations and respect user privacy preferences when using Google Ads Tracking on your website.</i></p>
<p><i>App Cookies (In-App Analytics)</i></p>	<p><i>Google Analytics</i></p>	<p><i>In-App Google Analytics refers to the implementation of Google Analytics specifically within mobile applications (apps) to track and analyze user behavior, interactions, and performance metrics. Here's an overview of its purpose and tracking duration:</i></p> <p><i>Purpose of In-App Google Analytics</i></p> <p><i>1. **User Behavior Analysis**:</i></p> <p><i>- **Purpose**: Track how users interact with your mobile app, including app launches, screen views, session duration, and in-app events.</i></p>	<p><i>In-App Google Analytics, which is integrated with Firebase Analytics for mobile apps, does not directly use cookies like traditional web-based Google Analytics. Instead, it utilizes unique identifiers (such as App Instance IDs) to track user interactions within the app. Here's how it relates to consent management:</i></p> <p><i>Is In-App Google Analytics a Non-Essential Cookie?</i></p>

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		<p>- Benefits: Gain insights into user behavior patterns, identify popular features or content, and understand user engagement levels.</p> <p>2. Conversion Tracking:</p> <ul style="list-style-type: none"> - Purpose: Measure and analyze specific user actions within the app that are valuable to your business, such as in-app purchases, subscriptions, or achievements. - Benefits: Assess the effectiveness of marketing campaigns, optimize user acquisition strategies, and improve conversion rates. <p>3. Audience Segmentation:</p> <ul style="list-style-type: none"> - Purpose: Segment app users based on demographics, interests, or behaviors. - Benefits: Create personalized experiences, target specific user segments with tailored content or promotions, and enhance user retention and satisfaction. <p>4. Performance Monitoring:</p> <ul style="list-style-type: none"> - Purpose: Monitor app performance metrics such as crash reports, app load times, and device-specific data. - Benefits: Identify and resolve technical issues promptly, improve app stability, and enhance overall user experience. <p>Tracking Duration</p> <p>The tracking duration of In-App Google Analytics is primarily</p>	<p>- Non-Essential Nature: In-App Google Analytics does not use cookies in the traditional sense but relies on device identifiers or other similar methods to track user interactions within the app. Therefore, it is considered a non-essential tracking technology similar to cookies used on websites.</p> <p>Managing Consent for In-App Google Analytics</p> <p>To comply with data protection regulations and respect user privacy preferences, here's how you can manage consent for In-App Google Analytics:</p> <p>1. Consent Management Framework:</p> <ul style="list-style-type: none"> - Implement a consent management framework within your mobile app that informs users about data collection practices, including the use of analytics tools like In-App Google Analytics. - Obtain explicit consent from users before enabling data collection for analytics purposes. Users should be informed about what data is being collected, why it is collected, and how it will be used.

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		<p>governed by the following factors:</p> <ul style="list-style-type: none"> - Data Retention Settings: Similar to web-based Google Analytics, In-App Google Analytics allows you to configure data retention settings within the Firebase console (Firebase is integrated with Google Analytics for mobile apps). - Retention Period: You can typically set the data retention period to specific durations such as 14 days, 30 days, 60 days, or never expire. This setting determines how long raw event data is stored before it is automatically deleted. <p><i>Managing Data Retention</i></p> <ul style="list-style-type: none"> - Customization: Adjust data retention settings based on your app's data storage needs and compliance requirements. - Data Deletion: Once the retention period expires, raw event data that is older than the specified duration will be deleted automatically from Google's servers. - Aggregated Data: Aggregated and anonymized data (e.g., metrics, reports) generated from In-App Google Analytics are usually retained indefinitely as long as your Firebase project is active. <p><i>Compliance and Privacy</i></p> <ul style="list-style-type: none"> - User Consent: Ensure compliance with privacy laws and regulations (e.g., GDPR, CCPA) by obtaining 	<p>2. User Interface Design:</p> <ul style="list-style-type: none"> - Design a clear and user-friendly interface for presenting consent requests. This could include a pop-up or screen that explains the purpose of data collection and provides options for users to accept or decline. - Ensure that the consent request is prominent and easy to understand, avoiding technical jargon or complex language. <p>3. Granular Consent Options:</p> <ul style="list-style-type: none"> - Provide granular options for users to choose which types of data collection they consent to. For example, separate consent for basic analytics versus personalized tracking or ad targeting purposes. - Give users the ability to change their consent preferences at any time through app settings or preferences. <p>4. Educational Resources:</p> <ul style="list-style-type: none"> - Include links to your app's privacy policy where users can find more detailed information about data practices, including how analytics data is handled and stored. - Educate users about the benefits of analytics

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		<p><i>appropriate consent from app users before implementing In-App Google Analytics.</i></p> <p><i>- Transparency: Provide clear information about data collection practices in your app's privacy policy and offer users choices regarding data sharing and tracking preferences.</i></p> <p><i>Summary</i></p> <p><i>In-App Google Analytics enables mobile app developers to gather valuable insights into user behavior, app performance, and conversion metrics. The tracking duration can be customized through data retention settings, allowing developers to manage data storage efficiently while complying with privacy regulations and respecting user privacy preferences.</i></p>	<p><i>data for improving app functionality and user experience.</i></p> <p><i>Compliance and Best Practices</i></p> <p><i>- Compliance: Ensure compliance with relevant privacy laws and regulations such as GDPR, CCPA, and others applicable to your user base.</i></p> <p><i>- Transparency: Be transparent about data collection practices and respect user preferences regarding data sharing and tracking.</i></p> <p><i>Summary</i></p> <p><i>In-App Google Analytics is considered a non-essential tracking technology that requires user consent before data collection can commence. Implementing a robust consent management process within your mobile app helps ensure compliance with privacy regulations and builds trust with your users by respecting their privacy preferences.</i></p>
App Cookies (In-App Analytics)	Google Ads Tracking	<p><i>In-App Google Ads Tracking refers to the integration of Google Ads (formerly Google AdWords) within mobile applications (apps) to measure and optimize advertising campaigns targeted at app users. Here's an overview of its purpose and tracking duration:</i></p>	<p><i>In-App Google Ads Tracking is not directly related to cookies in the traditional web sense because it primarily relies on device identifiers or other mobile-specific identifiers (such as Advertising IDs on</i></p>

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		<p><i>Purpose of In-App Google Ads Tracking</i></p> <ol style="list-style-type: none"> 1. Campaign Performance Measurement: <ul style="list-style-type: none"> - Purpose: Track the effectiveness of Google Ads campaigns that drive installations and interactions within your mobile app. - Benefits: Measure key metrics such as installs, app opens, and in-app actions (e.g., purchases, sign-ups) attributed to Google Ads campaigns. 2. User Engagement Analysis: <ul style="list-style-type: none"> - Purpose: Analyze user engagement and behavior within the app after interacting with Google Ads. - Benefits: Understand how users interact with your app post-installation, optimize ad creatives and targeting to improve engagement and retention. 3. Conversion Tracking: <ul style="list-style-type: none"> - Purpose: Measure conversions and ROI (Return on Investment) for Google Ads spend. - Benefits: Determine which ads and keywords drive the most valuable app actions, such as purchases or subscriptions, and optimize ad spend accordingly. 4. Audience Targeting and Remarketing: <ul style="list-style-type: none"> - Purpose: Build custom audiences based on user 	<p><i>Android or IDFA on iOS) to track user interactions within mobile apps. However, it serves a similar purpose to non-essential cookies used on websites for tracking and analytics. Here's how it relates to consent management:</i></p> <p><i>Is In-App Google Ads Tracking a Non-Essential Cookie?</i></p> <p>- Non-Essential Nature: In-App Google Ads Tracking is considered a non-essential tracking technology because it is used for marketing and advertising purposes within mobile apps, rather than essential app functionality.</p> <p><i>Managing Consent for In-App Google Ads Tracking</i></p> <p><i>To comply with privacy regulations and respect user preferences regarding data collection and tracking within mobile apps, here's how you can manage consent for In-App Google Ads Tracking:</i></p> <ol style="list-style-type: none"> 1. Consent Management Framework: <ul style="list-style-type: none"> - Implement a consent management framework within your mobile app that informs users about the collection and use of

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		<p><i>interactions within the app for retargeting and personalized ad campaigns.</i></p> <ul style="list-style-type: none"> - **Benefits**: Retarget users who have interacted with your app but did not complete desired actions, increasing the likelihood of conversion. <p><i>Tracking Duration</i></p> <p><i>Similar to In-App Google Analytics, the tracking duration of In-App Google Ads Tracking is influenced by several factors:</i></p> <ul style="list-style-type: none"> - **Tracking Mechanism**: In-App Google Ads Tracking typically uses device identifiers or unique app instance IDs rather than cookies to track user interactions and conversions. - **Data Retention**: You can configure data retention settings within Google Ads (via Firebase Analytics integration for mobile apps) to determine how long conversion data and other metrics are stored. <p><i>Managing Data Retention</i></p> <ul style="list-style-type: none"> - **Customization**: Set data retention periods based on your app's data storage needs and compliance requirements. Common options include retaining data for 14 days, 30 days, 60 days, or indefinitely. - **Privacy Compliance**: Ensure compliance with privacy laws and regulations (e.g., GDPR, CCPA) by implementing appropriate consent mechanisms and 	<p><i>data for advertising purposes, including In-App Google Ads Tracking.</i></p> <ul style="list-style-type: none"> - Obtain explicit consent from users before enabling In-App Google Ads Tracking to track their interactions and attribute actions to Google Ads campaigns. <p>2. **User Interface Design**:</p> <ul style="list-style-type: none"> - Design a clear and user-friendly interface for presenting consent requests. This could include a pop-up or screen that explains the purpose of data collection and provides options for users to accept or decline tracking. - Ensure that the consent request is prominent, easy to understand, and accessible, respecting users' rights to control their data. <p>3. **Granular Consent Options**:</p> <ul style="list-style-type: none"> - Provide granular options for users to choose which types of data collection and tracking they consent to. For instance, separate consent for personalized advertising or remarketing activities. - Give users the ability to review and change their consent preferences at any time

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		<p><i>providing transparency about data collection practices.</i></p> <p><i>Implementation Best Practices</i></p> <ul style="list-style-type: none"> - Consent Management: Obtain user consent before enabling In-App Google Ads Tracking to comply with privacy regulations and respect user preferences. - User Interface: Design clear and informative consent prompts within your app to explain data collection practices and give users control over their data. - Optimization: Regularly review and optimize Google Ads campaigns based on performance metrics and user engagement insights gathered through in-app tracking. <p><i>Summary</i></p> <p><i>In-App Google Ads Tracking enables app developers and marketers to measure, analyze, and optimize advertising campaigns within mobile apps. The tracking duration is managed through data retention settings, and compliance with privacy regulations is essential to respect user privacy preferences and build trust with app users.</i></p>	<p><i>through app settings or preferences.</i></p> <p>4. Educational Resources:</p> <ul style="list-style-type: none"> - Include links to your app's privacy policy where users can find detailed information about data collection practices, including how In-App Google Ads Tracking is implemented and used. - Educate users about the benefits of personalized advertising and how it helps improve user experience within the app. <p><i>Compliance and Best Practices</i></p> <ul style="list-style-type: none"> - Compliance: Ensure compliance with relevant privacy laws and regulations such as GDPR, CCPA, and others applicable to your user base. - Transparency: Be transparent about data collection practices, provide clear information about the use of In-App Google Ads Tracking, and respect users' choices regarding data sharing and tracking preferences. <p><i>Summary</i></p> <p><i>In-App Google Ads Tracking enables app developers and advertisers to measure</i></p>

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			<p><i>and optimize advertising campaigns within mobile apps. It requires user consent for data collection and tracking activities, similar to non-essential cookies used on websites. Implementing a robust consent management process within your mobile app helps ensure compliance with privacy regulations and builds trust with users by respecting their privacy preferences and providing transparency about data practices.</i></p>

4 HOW TO TURN OFF ALL COOKIES AND CONSEQUENCES OF DOING SO

If you do not want to accept any cookies, you may be able to change your device settings so that cookies (including those which are essential to the services requested) are not accepted. If you do this, please be aware that you may lose some of the functionality of our Services and of other Services you use on your device. For further information about cookies and how to disable them please go to the guidance on cookies published by the UK Information Commissioner’s Office, www.aboutcookies.org or www.allaboutcookies.org.

5 CHANGES TO THIS POLICY

This policy was published on 28/07/2024 and last updated on 28/07/2024. We may change this cookies policy from time to time, when we do we will inform you via the Services or by sending an email to the email address you provided when you signed up to the Services.