

Cookie Policy

cookie policy is a document or statement on a website that explains how the site uses cookies, which are small text files stored on a user's device when they visit a website. These cookies are used to track user activity, remember preferences, and enhance the user experience. A comprehensive cookie policy typically includes the following sections:

1. Introduction

- A brief overview explaining what cookies are and why they are used.

2. Types of Cookies Used

- **Necessary Cookies:** These are essential for the website to function properly.
- **Functional Cookies:** These help improve the functionality of the site, such as remembering preferences.
- **Analytical/Performance Cookies:** These collect information on how visitors use the website to improve it.
- **Advertising/Targeting Cookies:** These are used to deliver personalized advertisements to users.

3. Purpose of Cookies

- A detailed explanation of how each type of cookie is used, such as for analytics, marketing, or user experience enhancement.

4. Third-Party Cookies

- Information about cookies placed by third-party services (e.g., Google Analytics, social media platforms) that may be used for tracking and advertising.

5. Cookie Management

- Instructions on how users can control or disable cookies through their browser settings or other tools provided by the site.

6. Consent

- A description of how the site obtains user consent for using cookies, typically through a cookie banner or pop-up when the user first visits the site.

7. Data Protection and Privacy

- How the data collected through cookies is stored, used, and protected in compliance with privacy laws such as the GDPR (General Data Protection Regulation) or CCPA (California Consumer Privacy Act).

8. Changes to the Cookie Policy

- Information on how users will be informed about changes to the cookie policy, usually by updating the policy on the website.

9. Contact Information

- Details on how users can contact the website owner or data protection officer for more information about the cookie policy or to exercise their data rights.

10. Effective Date

- The date when the cookie policy was last updated or became effective.

Example of a Basic Cookie Policy Statement:

"We use cookies to enhance your browsing experience, analyse site traffic, and personalize content. By continuing to use our site, you consent to our use of cookies. For more details, please review our Cookie Policy." You can change the settings of your browser to block/delete the cookies. To find out more on how to manage and delete cookies, visit www.allaboutcookies.org.