

Cookie Policy

Last updated on June 2, 2023

This document, titled "Cookie Policy," serves to clarify the manner in which mindAvel ("we," "us," and/or "our") utilises cookies and akin technologies during your visit to our website located at mindavel.com ("Website"). The terms "Services" collectively refer to both the Website and the accompanying chatbot provided by us. Within this policy, we provide a comprehensive explanation regarding these technologies, the rationale behind their usage, and your rights pertaining to their management.

Please read this Cookie Policy in conjunction with our Privacy Policy. Should any inquiries or concerns arise regarding this Cookie Policy or its implementation, please reach out to us via hello@mindavel.com or as stipulated in our Privacy Policy.

1. What are cookies and similar technologies?

Cookies: A cookie constitutes a text document comprising a sequence of characters transmitted to your device upon visiting a website. Upon subsequent visits to the same website, the cookie facilitates the website's ability to identify your browser. Cookies have the capacity to retain user preferences and other pertinent information. Cookies that are established by the proprietor of the website (mindAvel in this instance) are denoted as "first-party cookies." On the other hand, cookies instituted by entities other than the website proprietor are referred to as "third-party cookies." These third-party cookies enable the provision of third-party features or functionalities on or through a website (e.g., advertising, interactive content, and analytics). The entities responsible for implementing these third-party cookies possess the capability to identify your device when it accesses the specified website, as well as certain other websites.

Local storage: Local storage technologies encompass the mechanisms employed by websites and applications to locally store data on your device. Among the prevalent local storage technologies, "local storage" holds prominence as an integral component of the HTML5 standard. This technology empowers websites or applications to retain data that persists even subsequent to the user closing their browser or application, or initiating a device restart.

Session storage encompasses a functionality inherent in your web browser or device, enabling websites or applications to provisionally retain data on your device while you are actively engaged with the website or chat application. This data is expunged promptly upon closing your browser or application, or navigating away from the website. Websites and applications may employ session storage to enrich your browsing experience and guarantee the prompt availability of specific information throughout your browsing session.

Other tracking technologies: In addition, websites and applications make use of various alternative tracking technologies, such as web beacons (also referred to as tracking pixels), third-party tracking scripts, advertising pixels, and analytics tools. These technologies furnish data regarding the manner in which visitors utilise websites, facilitating the provision of personalised advertisements. We may also employ web beacons and "clear GIFs" within

promotional emails and other communications with you, for the purpose of monitoring the number of individuals who peruse them and verifying clicks on links contained therein. Should you prefer to abstain from the downloading of web beacons onto your device, you have the option to receive emails from us in plain text format, rather than HTML.

Collectively, this Cookie Policy encompasses all of these technologies under the term "cookies."

2. What type of information do cookies collect?

We, along with our service providers and advertising partners, automatically log information about individuals' interactions with our Services, including:

- **Device information:** This includes details such as the operating system type and version, manufacturer and model of your computer or mobile device, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., WiFi, LTE, 5G), and general location information such as city, state, or geographic area.
- **Online activity information:** This pertains to data such as the pages or screens viewed, duration of time spent on a page or screen, the website visited before navigating to our Website, navigation paths between pages or screens, information about activity on a page or screen, access times, duration of access, and whether individuals open our marketing emails or click on links within them.

We utilise a combination of persistent cookies and session cookies. Persistent cookies endure on your device for a designated duration or until you actively remove them, whereas session cookies are automatically deleted upon closing your web browser. Persistent cookies serve various purposes, such as retaining your preferences or selections while utilising our Website.

3. Why do we use cookies?

We utilise cookies for the following purposes:

- **Essential cookies:** These cookies are indispensably necessary for the provision of our Services. They facilitate seamless page navigation and enable access to secure areas within the Services. While it is possible to configure your browser to block these cookies, please be aware that certain sections of the Services may not operate optimally if such blocking is implemented.
- **Performance and functionality cookies:** These cookies are utilized to enhance the overall performance and functionality of the Services, albeit not being essential for their fundamental operation. However, without these cookies, specific functionalities may become unavailable.

- Analytics and customization cookies: These cookies collect information, either in an aggregated format, to assist us in comprehending the manner in which our Services are utilised and the efficacy of our marketing campaigns, or to customise the Services according to your preferences. Examples of third-party cookies employed for these purposes include:
 - Google Analytics: <https://policies.google.com/technologies/partner-sites>
- Advertising cookies: These cookies are employed to render advertising messages more pertinent to your interests. They fulfil functions such as preventing the repetitive display of the same advertisement, ensuring the accurate presentation of advertisements for advertisers, and, in certain cases, selecting advertisements based on your preferences. Examples of third-party cookies employed for these purposes include:
 - Facebook: <https://www.facebook.com/about/privacy>

Please note that the use of cookies by third-party providers is subject to their respective privacy policies, and we recommend reviewing these policies for further information.

4. How can you control cookies?

Depending on your location, you may encounter a cookie banner or other tool that allows you to grant permissions before we or our service providers set non-essential cookies. If available, you can withdraw your consent at any time by clicking here or accessing the cookie settings link in the bottom corner of the Website.

Opting out of selling personal information and sharing for targeted advertising: We share information with third-party advertising partners and allow them to collect data about your visit to our Website using cookies, as described above. Sharing this information may be considered a "sale" or "sharing" of personal information or "targeted advertising" under applicable laws.

You can also take the following steps to limit online tracking:

- Blocking cookies in your browser: Most browsers allow you to reject or remove cookies, including those used for interest-based advertising. You can find instructions in your browser settings. Keep in mind that many browsers accept cookies by default unless you modify your settings. For more information on managing and deleting cookies, including viewing the cookies on your device, visit www.allaboutcookies.org. Use the following links to learn more about controlling cookies and online tracking in your browser:
 - Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
 - Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB&co=GENIE.Plaf>

[orm%3DDesktop#:~:text=that%20web%20page-.On%20your%20computer%2C%20open%20Chrome%20.,Allow%20all%20cookies.](#)

- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Safari: <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

- Blocking advertising ID use in your mobile settings: Your mobile device settings may include options to limit the use of the advertising ID associated with your device for interest-based advertising purposes.

- Using privacy plug-ins or browsers: You can prevent our Website from setting cookies used for interest-based ads by using privacy-focused browsers like Brave or installing browser plugins and configure them to block third-party cookies and trackers. You can also opt out of Google Analytics by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout>.

- Advertising industry opt-out tools: You can utilise opt-out options provided by these tools to limit the use of your information for interest-based advertising by participating companies:
 - Digital Advertising Alliance for Websites: <https://optout.aboutads.info/?c=2&lang=EN>
 - Network Advertising Initiative: <https://optout.networkadvertising.org/>

- Platform opt-outs: Certain advertising partners we collaborate with provide opt-out mechanisms that enable you to opt out of the utilisation of your information for interest-based advertising. For instance, you have the option to opt out of Meta's cookie for interest-based advertising by accessing the opt-out feature provided under the following link: <https://www.facebook.com/help/568137493302217>

Please note that these opt-out mechanisms are device and browser-specific, so you will need to opt out on each browser and device you use.

Do Not Track: Certain Internet browsers can be customised to transmit "Do Not Track" signals to the online services you visit. At present, we do not acknowledge or respond to "Do Not Track" or comparable signals. To obtain further information about "Do Not Track," please refer to <http://www.allaboutdnt.com>.

5. How often will we update this Cookie Policy?

We may update this Cookie Policy periodically to reflect changes in the cookies we use or for legal, operational or regulatory reasons. We will notify you of any significant changes to this Cookie Policy before they take effect by posting the updated policy on this page and providing prominent notice through on-site or email notifications. Therefore, we recommend revisiting this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the top of this Cookie Policy indicates the last update.

6. Where can you get further information?

If you have any questions or concerns about our use of cookies or other technologies, please contact us via email at hello@mindavel.com.