VERTICLE LEADS

Effective Date: 4th February 2025

This Cookie Policy explains how Verticle Leads LTD ("we", "our", or "us") uses cookies and similar technologies to recognize you when you visit our website www.verticleleads.com (the "Site"). It explains what these technologies are, why we use them, and how you can control them. Please read this policy carefully.

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1. What are Cookies?

Cookies are small text files placed on your device when you visit a website. Cookies help the website remember information about your visit, such as your language preference or login information, and can improve your browsing experience. Cookies can also track how you interact with the website to offer personalized content, ads, and enhance the performance of the website.

There are different types of cookies that serve different purposes, and they can be classified as follows:

- **Session Cookies**: These are temporary cookies that are erased once you close your browser.
- **Persistent Cookies**: These cookies remain on your device for a set period or until you delete them. They are used to remember your preferences across sessions.
- **First-Party Cookies**: These are cookies set by the website you are visiting.
- **Third-Party Cookies**: These are cookies set by external services, such as social media platforms, advertising networks, or analytics providers.

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2. Types of Cookies We Use

We use the following types of cookies on our Site:

2.1 Strictly Necessary Cookies

These cookies are essential for the operation of our website and cannot be turned off. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart, or make use of e-billing services.

- Example: **Cookie Name**: `session_id`

2.2 Performance and Analytics Cookies

These cookies collect information about how visitors use our website, such as which pages are visited most often and if users get error messages from web pages. These cookies help us improve the functionality and performance of our website.

- Example: **Google Analytics Cookie**: `ga, gid`

2.3 Functionality Cookies

These cookies allow our website to remember choices you make (such as your language or region) and provide enhanced, more personalized features. They can also be used to remember changes you have made to text size, fonts, and other customizable parts of the website.

- Example: **Cookie Name**: `lang, theme`

2.4 Targeting or Advertising Cookies

These cookies track your browsing habits and activity to serve you more relevant advertising. They are placed by third-party advertising networks with our permission and may be used to build a profile of your interests and show you targeted ads on other sites.

- Example: **Google Ads Cookie**: `_gads, IDE`

2.5 Social Media Cookies

Our website may include features such as social media buttons (e.g., Facebook "Like" or Twitter "Tweet"). These cookies are set by the respective social media platforms and are used to enable you to share content or interact with those services.

- Example: **Facebook Cookie**: `fr`

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3. Why We Use Cookies

We use cookies for several reasons:

- To ensure the website functions properly.
- To enhance your user experience by remembering your preferences.
- To gather analytical data to improve website performance.
- To provide personalized content and targeted advertisements.
- To analyze traffic and usage trends on our site.

By using our website, you consent to our use of cookies as outlined in this policy.

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4. How to Control and Manage Cookies

You have the right to choose whether to accept or reject cookies. You can manage your preferences for cookies at any time by using the following methods:

4.1 Cookie Consent Banner

When you first visit our website, a cookie consent banner will appear, allowing you to accept or decline the use of non-essential cookies. You can also access your cookie settings through this banner at any time.

4.2 Browser Settings

Most web browsers allow you to control cookies through their settings. You can usually set your browser to block or alert you about cookies. However, if you disable cookies, some features of our website may not work properly.

Here are links to cookie management pages for popular browsers:

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

4.3 Third-Party Opt-Out

You can also control cookies set by third-party advertisers or networks. For example:

- **Google Ads**: Opt-out here
- **Network Advertising Initiative**: Opt-out here

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5. How Long Cookies Are Stored

Cookies can either be **session cookies** or **persistent cookies**. Session cookies are temporary and will be erased once you close your browser. Persistent cookies stay on your device for a set period (typically ranging from a few days to a couple of years). The retention period depends on the specific cookie and its purpose.

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6. Third-Party Cookies

We may use third-party services, such as Google Analytics, Facebook Pixel, and other advertising networks, that may place cookies on your device. These third parties may collect information about your activities across various websites over time. We encourage you to review their respective privacy and cookie policies for more details:

- Google Analytics Cookie Policy
- Facebook Cookie Policy

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7. Changes to This Cookie Policy

We may update our Cookie Policy from time to time to reflect changes in technology, legislation, or how we use cookies. When we make changes, we will update the "Effective Date" at the top of this policy. We encourage you to review this policy periodically for any updates.

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8. Contact Us

If you have any questions or concerns about our use of cookies or this Cookie Policy, please contact us at:

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admin@verticleleads.com