# COOKIES POLICY

### EFFECTIVE: DECEMBER 5, 2024

Elevate Strategies, LLC ("we," "us," or "our") uses cookies and similar tracking technologies to enhance your browsing experience on <u>www.elevatestrategies.com</u> (the "Site"). This Cookies Policy explains what cookies are, how we use them, and your choices regarding their use.

By continuing to use the Site, you agree to our use of cookies as described in this policy.

#### **1. WHAT ARE COOKIES?**

Cookies are small text files stored on your device (computer, smartphone, or tablet) by your web browser when you visit a website. Cookies allow websites to recognize your device, track your interactions, and store certain information about your preferences or previous visits.

### 2. TYPES OF COOKIES WE USE

We use the following types of cookies:

#### A. ESSENTIAL COOKIES

These cookies are necessary for the Site to function and cannot be switched off in our systems. They include:

- Login authentication cookies.
- Security-related cookies to detect and prevent fraudulent activities.



#### **B. PERFORMANCE AND ANALYTICS COOKIES**

These cookies collect information about how you interact with our Site, such as pages visited, time spent, and errors encountered. We use tools like Google Analytics to better understand user behavior and improve our Site's functionality.

#### C. FUNCTIONAL COOKIES

These cookies enable the Site to remember your preferences (e.g., language, region) to provide a personalized experience.

#### D. ADVERTISING & MARKETING COOKIES

These cookies are used to deliver relevant advertisements and track the effectiveness of marketing campaigns. Third-party services like Google Ads may place these cookies to track interactions with ads displayed on or linked to our Site.

### 3. HOW WE USE COOKIES

We use cookies to:

- Provide essential services and maintain website functionality.
- Analyze Site traffic and understand user interactions to improve performance.
- Remember user preferences for a customized experience.
- Deliver relevant advertising tailored to your interests.

#### 4. THIRD-PARTY COOKIES

We work with third-party services, such as:

- **Google Analytics**: Tracks user activity to help us improve the Site.
- Advertising Partners: Deliver targeted ads and measure their performance.



These third-party services may use their own cookies. We do not control these cookies, and their use is governed by the respective third parties' privacy policies.

## MANAGING COOKIES

You have the right to control and manage cookies. You can:

- Accept or Reject Cookies via Consent Banner: Upon your first visit, a cookie consent banner will allow you to manage preferences.
- Adjust Browser Settings: Most web browsers let you block or delete cookies. For more details, refer to your browser's support documentation:
  - Google Chrome
  - <u>Mozilla Firefox</u>
  - <u>Microsoft Edge</u>
  - <u>Safari</u>
- **Opt-Out of Analytics Tracking**: You can use tools like the Google Analytics Opt-Out Browser Add-on to disable tracking by Google Analytics.

Please note that disabling cookies may affect the functionality and usability of the Site.

### 6. UPDATES TO THIS COOKIES POLICY

We may update this Cookies Policy to reflect changes in technology, legislation, or our business practices. Updates will be posted on this page, and the "Effective Date" will be revised.



# 7. CONTACT US

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

- **Email**: hello@elevatestrategiespt.com
- **Contact Form:** www.elevatestrategies.com/contact

