

# Cookie and Tracking Technology Policy

This Cookie and Tracking Technology Policy explains how [SaaS Platform Name] (â€œweâ€, â€œusâ€, or â€œourâ€) uses cookies and other similar technologies to recognize you when you visit our website or use our services. Please read this policy carefully to understand what types of technologies we use, why we use them, and your choices regarding their use.

## 1. What Are Cookies?

Cookies are small data files stored on your device (computer, tablet, mobile phone, etc.) when you visit a website. Cookies are widely used to make websites work more efficiently, to provide reporting information, and to support personalized experiences.

## 2. Types of Cookies We Use

- **Essential Cookies:** Necessary for the website to function properly and enable basic features such as page navigation and access to secure areas.
- **Performance Cookies:** Collect information about how you use our site to help us improve its performance.
- **Functional Cookies:** Allow the website to remember choices you make (such as language or region) and provide enhanced features.
- **Targeting/Advertising Cookies:** Used to deliver advertisements relevant to you and measure the effectiveness of ad campaigns.

## 3. Other Tracking Technologies

In addition to cookies, we may use web beacons, pixels, and similar tracking technologies to collect information about your interactions with our website and services.

## 4. How We Use Cookies and Tracking Technologies

- To operate and improve our services
- To remember your preferences and settings
- To analyze usage and performance of our website
- To support security and authentication
- To deliver relevant advertising

## 5. Managing Your Cookie Preferences

You can manage your cookie preferences and opt-out of certain cookies by adjusting your browser settings. Most browsers allow you to refuse cookies or delete them after they have been stored. Please note that disabling cookies may impact your experience on our website.

## 6. Third-Party Cookies

Some cookies on our site may be set by third parties, such as analytics providers and advertisers. We encourage

you to review their policies for more information about how they use cookies and tracking technologies.

## **7. Updates to This Policy**

We may update this Cookie and Tracking Technology Policy from time to time. Any changes will be posted on this page with a revised effective date.

## **8. Contact Us**

If you have any questions about this policy or our use of cookies, please contact us at [contact email or support link].