Niolic Limited Cookies Policy
Date updated: September 17, 2024

Introduction

At Niolic Limited, we believe in transparency regarding the technologies we use on our website, www.niolic.com. This policy explains how we use cookies and similar technologies to provide an enhanced user experience, improve website performance, and assist with our marketing efforts. By using our website, you consent to the use of cookies as described in this policy. You can always manage your cookie preferences through our **Cookies Preference Centre**.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit websites. They serve multiple functions, such as remembering your preferences and helping websites function more effectively. Cookies can either be **session cookies**, which expire when you close your browser, or **persistent cookies**, which remain on your device until they expire or are deleted manually.

Cookies can be classified as either **first-party** (set by Niolic) or **third-party** (set by external partners).

2. Why We Use Cookies

We use cookies to:

- **Ensure website security**: Keep your sessions secure and prevent unauthorized access.
- **Improve website functionality**: Remember your settings, preferences, and past interactions.
- **Measure performance**: Analyze how visitors use our website to improve navigation, layout, and content.
- **Deliver targeted ads**: Show you relevant ads and offers based on your browsing habits.

3. Types of Cookies We Use

Strictly Necessary Cookies

These cookies are vital for the basic operation of our website and cannot be disabled. They are used to:

- Ensure secure logins and sessions.

- Track and resolve technical issues, such as login errors or security breaches.
- Manage your preferences regarding the use of cookies. Without these cookies, our website cannot function as intended, and certain features may be unavailable.

Performance Cookies

Performance cookies help us monitor how our website is used and identify any areas for improvement. These cookies track:

- User behavior on the website, such as pages visited, time spent, and navigation paths.
- Error reports and performance metrics, allowing us to identify and fix issues.
- Analytics data provided by third-party providers such as Google Analytics.

The information collected by these cookies is aggregated and anonymous, meaning it does not identify you personally.

Customer Experience Cookies

These cookies help us understand how users interact with our website and app. They track anonymous data about:

- Which sections of our website are most frequently visited.
- User navigation patterns and interaction with content.
- Errors encountered and areas needing optimization. This information is used to improve the overall user experience by refining layouts and simplifying user journeys.

Functionality Cookies

These cookies enhance the functionality of our website by remembering your preferences and past interactions. For example, they:

- Remember your language settings.
- Store your login credentials for faster future logins.
- Keep track of your customized user settings, such as font size or layout preferences. By using these cookies, we ensure a smoother and more personalized browsing experience.

Targeting Cookies

Targeting cookies are used for marketing purposes. These cookies:

- Track your browsing habits and interactions with our website.

- Help us deliver personalized ads and offers, both on and off our website, based on your interests.
- Allow third-party advertising partners to show you relevant ads when you visit other websites or social media platforms.

These cookies help us improve the effectiveness of our marketing campaigns by tracking how you interact with our ads.

4. How We Work with Third-Party Providers

We work with trusted third-party providers to enhance our services. These providers may place cookies on your device to:

- Analyze site traffic and user behavior (e.g., Google Analytics).
- Manage marketing campaigns and deliver personalized ads (e.g., Google Ads, Facebook Pixel).
- Secure your sessions and prevent unauthorized access. Each third-party provider has its own cookie policy. We encourage you to review their policies to understand how your data is handled.

5. Managing Cookies

You have full control over how cookies are used on our website. You can manage or disable cookies through:

- **Cookies Preference Centre:** This tool allows you to enable or disable different categories of cookies based on your preferences.
- **Browser Settings:** Most browsers allow you to block or delete cookies through their settings. Instructions for managing cookies in popular browsers can be found on sites like All About Cookies.
- **Third-Party Tools:** Tools like Your Online Choices provide additional options for managing cookies and targeted advertising.

Disabling certain cookies may limit your ability to use some features of the website, such as personalized settings or secure areas.

6. Updates to This Policy

We may update this policy periodically to reflect changes in technology or regulations. If we make any material changes, we will notify you by updating the "Effective Date" and prominently posting a notice on our website.

For more information about our use of cookies or to manage your preferences, please visit the **Cookies Preference Centre** or contact us at support@niolic.com.