

## **COOKIES POLICY**

**YOUR CONTINUED USE OF OUR WEBSITE AND SERVICES INDICATES YOUR CONSENT TO THE UTILIZATION OF COOKIES AND SIMILAR TECHNOLOGIES AS DESCRIBED IN THIS COOKIE POLICY. IF YOU PREFER NOT TO ACCEPT THE USE OF COOKIES AND SIMILAR TECHNOLOGIES, PLEASE ABSTAIN FROM USING THIS SITE.**

### **Cookies**

When you visit our website, a small text file commonly known as a 'cookie' may be stored on your computer or mobile device. These cookies serve dual purposes: enhancing your browsing experience by remembering preferences and actions and aiding in the analysis of website traffic.

### **Handling of Cookies**

Our website employs cookies to optimize performance, improve user experience, and ensure security. These cookies are integral to analyzing website traffic. Additionally, we utilize third-party cookies, such as those from Google Analytics, to monitor and assess website visits. This allows us to understand user behavior and identify areas for improvement, with the assurance that these third-party cookies do not disclose specific user identities.

### **Types and Categories of Cookies Used**

Below, we provide details on the categories of cookies employed on [www.moonsidemarketing.com](http://www.moonsidemarketing.com):

#### **a) Security:**

Cookies in this category facilitate our security measures by assisting in the detection of malicious activities and breaches of our Terms and Conditions.

#### **b) Performance, Analytics, Research & Advertising:**

Cookies within this category offer insights into our website and web product performance across different locations. This information is invaluable for product enhancement, research, and service improvement. Even when accessing [www.moonsidemarketing.com](http://www.moonsidemarketing.com) from external sources like other websites, applications, or devices, cookies are used to collect valuable insights. Additionally, third-party cookies are utilized to customize our marketing messages and communication with you.

## **Managing Cookies**

You have the option to control cookies stored on your computer through your browser settings. Most browsers offer configurations to prevent new cookies from being added to your device. It's essential to note that adjusting these settings may limit your access to specific website features.