

COOKIES POLICY

This Cookie Policy explains how Tradequo ("Company", "we", "us", "our") uses cookies and similar technologies (such as web beacons, pixels, and local storage) on our website and platform ("Site"). It should be read alongside our [Privacy Policy], which explains more generally how we collect, use, and protect your personal data.

By continuing to use our Site after setting your cookie preferences, you agree to our use of cookies as described in this Policy and as set out in your preferences.

1. What Are Cookies?

Cookies are small text files placed on your computer or device when you visit a website. They allow the website to recognise your device and remember information about your visit, such as your preferences and actions on the site.

We also use similar technologies — such as pixels, web beacons, and local/session storage — which work in a comparable way and are covered by this Policy under the general term "cookies."

2. Why We Use Cookies

We use cookies to:

1. Keep you securely signed in and remember your login information.
2. Store your preferences and settings so our services are tailored to you.
3. Understand how you use our Site so we can improve it.
4. Detect and prevent fraud, unauthorised access, and malicious activity.
5. Where you have consented, measure the effectiveness of our marketing and communications.

3. Your Consent

Non-essential cookies are only set with your consent.

When you first visit our Site, you will be shown a cookie banner allowing you to:

- Accept all cookies.
- Reject all non-essential cookies.
- Customise your preferences by cookie category.

Essential cookies do not require consent, as they are strictly necessary to deliver the Site and services you request.

You can withdraw or change your consent at any time via the "**Cookie Preferences**" link in our Site footer, or by adjusting your browser settings as described in Section 7. Withdrawing consent does not affect the lawfulness of any processing carried out before withdrawal.

4. Categories of Cookies We Use

Catergory	Purpose	Consent Required?
Essential	Enable core functionality: login, session management, security, load balancing, and fraud/malware detection. The Site cannot function properly without these.	No — strictly necessary
Analytical / Performance	Measure how visitors use the Site (pages visited, time spent, errors encountered) so we can improve performance and usability. Data is generally aggregated.	Yes
Functionality	Remember your preferences (language, region, display settings) so we can personalise your experience. Do not track you across other websites.	Yes
Targeting / Advertising	Track your visits and activity on our Site to build a profile of your interests, and to show or measure the relevance of advertising, including on third-party sites. Data may be shared with the third parties listed in Section 5.	Yes

5. Third Parties We Share Cookie Data With

Where you consent to Analytical or Targeting/Advertising cookies, data collected may be shared with:

- Mixpanel
- Google Analytics 4
- Google Ads
- GA Audiences
- Google Tag Manager
- Google Ads
- Meta Ads Pixel
- LinkedIn Ads Pixel
- TikTok Ads Pixel
- LeadConnector
- GoHighLevel
- Framer Analytics
- Cloudflare Browser Insights
- AdRoll
- Hotjar
- Zendesk

6. Legal Basis for Use

We process cookie data on the following legal bases:

- **Essential cookies:** our legitimate interest in operating a secure and functional Site.
- **Analytical, Functionality, and Targeting/Advertising cookies:** your **consent**, given via our cookie banner and preference centre, which you may withdraw at any time.

This Policy is designed to comply with applicable data protection and privacy laws and regulations in the jurisdictions in which the Company operates and where its services are made available.

7. How to Control or Delete Cookies

You can manage your cookie preferences at any time through:

- Our Cookie Preferences tool, available via the link in the Site footer; or
- Your browser settings, which allow you to block or delete cookies. Instructions vary by browser and are usually found under Settings → Privacy, or your browser's Help menu.

Please note: if you block or delete essential cookies, parts of the Site — including secure login and certain account features — may not function correctly or may become unavailable.

8. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for legal, operational, or regulatory reasons. The "Last Updated" date at the top of this Policy indicates when it was last revised. Material changes will be notified via the Site or, where required, by seeking renewed consent.

9. Contact Us

If you have questions about this Cookie Policy or wish to exercise your rights regarding cookie data, please contact us at: support@tradequo.com

Note: This Cookie Policy should be read together with Tradequo's Privacy Policy.