COOKIES POLICY

This Cookies Policy ("**Policy**") describes how Addverb Technologies Limited, and its subsidiaries (hereinafter collectively the "**Company**") uses Cookies when any User visits or accesses the Website. Necessary Cookies are set automatically as they are required for the Website to function. All other Cookies are set only in accordance with the choices you make through the cookie banner displayed when you visit the Website. This Policy explains and describes what Cookies are, types of Cookies we use and your choices regarding the Cookies.

"**User**" for the purpose of this Policy means and includes any natural or legal person, who may use or access the Website. For the purposes of this Policy, "**Website**" shall mean our webpage located at https://addverb.ai/. All references to you/your/yourself under this Policy shall mean and refer to the User(s). All references to us/we under this Policy shall mean and refer to the Company.

WHAT ARE COOKIES?

Cookies are small pieces or block of data that are stored on your devices (whether computer, tab, or laptop) to enhance your experience and usage of the Website and which records the way a User uses the Website.

TYPES OF COOKIES WE USE:

We use the following types of Cookies on our Website:

a. **Necessary Cookies**: These cookies are necessary for the Website to function and to protect it from malicious traffic, and cannot be switched off in our systems.
b. **Preference Cookies**: These cookies enable the Website to remember your choices and provide enhanced functionality and personalization.
c. **Analytics Cookies**: These cookies allow us to count visits and traffic sources and understand how our Website is used, so we can measure and improve its performance. We use third-party service providers such as Google Analytics and Microsoft Clarity for this purpose.
d. **Marketing Cookies**: These cookies may be set through our Website by our advertising partners to build a profile of your interests and show you relevant adverts on other sites. These third parties may collect information about your online activities over time and across different websites.

A detailed list of the cookies that we are currently deploying on addverb.ai is provided below. The "Provider" column shows the domain that sets each Cookie, including third-party providers:

Necessary Cookies

Name	Provider	Purpose	Type	Expires In
cf_clearance	.addverb.ai	Set by Cloudflare once a visitor passes a security or bot check. It confirms the browser is trusted so the challenge isn't repeated, which protects the site from malicious traffic.	http_cookie	1 year

Preference Cookies

None of the cookies currently set on the site fall into this category.

Analytics Cookies

Name	Provider	Purpose	Type	Expires In
_ga	.addverb.ai	Google Analytics cookie that assigns each visitor a randomly generated client ID. It is used to tell unique users apart and to calculate visits and sessions.	http_cookie	1 year 1 month 4 days
_ga_LRRF08E6JC	.addverb.ai	Google Analytics 4 cookie specific to this property. It stores session state, such as session ID, session count and last activity time, to measure visits and engagement.	http_cookie	1 year 1 month 4 days
_clck	.addverb.ai	Microsoft Clarity cookie that stores the Clarity user ID and preferences, so repeat visits to this site are linked to the same anonymous user.	http_cookie	1 year
_clsk	.addverb.ai	Microsoft Clarity cookie that connects multiple page views by one user into a single session recording.	http_cookie	1 day
SM	.c.clarity.ms	Microsoft Clarity session cookie that synchronises the user ID across Microsoft domains. It helps collect anonymous information about how visitors use the site.	server_cookie	Session

Marketing Cookies

Name	Provider	Purpose	Type	Expires In
MUID	.clarity.ms	Microsoft user identifier that recognises a unique browser across Microsoft-owned sites and services, including Microsoft Advertising. It is used for cross-site tracking and ad measurement as well as Clarity analytics.	http_cookie	1 year 24 days

HOW TO MANAGE COOKIES?

You can accept, reject or customise non-necessary Cookies through the cookie banner, and you may change or withdraw your choices at any time using the “Manage” tab in the cookie banner. Withdrawing your consent will not affect the use of Cookies before such withdrawal. You can also manage Cookies, including but not limited to deleting or blocking them, as per the settings of the browser that you use. However please note that in case you delete or block any Cookies, some of the features on our Website, may not work as intended. For more information on how to manage Cookies through your browser, please read your browser’s settings.

PRIVACY:

This Policy is to be read together with the Privacy Policy of the Company. For more information on the data collected by the Company and the purposes for which the same is used please refer to the Privacy Policy available at https://addverb.ai/privacy-policy/.

CHANGES TO THE POLICY:

The Company may update this Policy at any time, with or without advance notice, at its sole discretion. The Company shall not be required to notify the Users of any changes made to this Policy. It is your responsibility, in such cases, to review the terms of this Policy from time to time. Changes to this Policy are effective when they are posted on the Website.

CONTACT US:

If you have any questions or concerns about this Policy, please contact us at **ciso-office@addverb.com**.

THIS POLICY WAS LAST UPDATED ON 13TH OCTOBER 2026.