

EVÖQ COOKIE POLICY

At EVÖQ, we use cookies and similar technologies to enhance your experience, analyze site usage, and personalize content and ads. This Cookie Policy explains what cookies are, how we use them, and how you can manage your cookie preferences.

By using our platform, you consent to our use of cookies as described in this policy. If you do not agree to our use of cookies, you may modify your cookie settings or refrain from using the platform.

1. What are Cookies?

Cookies are small text files stored on your device when you visit websites. These files contain information about your device and browsing activity, which can be used to improve your experience on the platform, remember preferences, and help us understand how our site is used.

Cookies can be classified into different categories depending on their purpose and duration:

- **First-party cookies:** Set by EVÖQ and stored on your device for the duration of your session or longer, depending on the cookie's purpose.
- **Third-party cookies:** Set by external service providers or partners (e.g., analytics services, advertising networks).
- **Session cookies:** These cookies are temporary and are deleted once you close your browser.
- **Persistent cookies:** These cookies remain on your device for a set period after you close your browser, helping us recognize you when you return to the platform.

2. Types of Cookies We Use

We use the following types of cookies to improve the functionality of EVÖQ:

Necessary Cookies

These cookies are essential for the operation of the platform and cannot be switched off in our systems. They are usually only set in response to actions you take, such as logging in, completing forms, or adjusting privacy settings. Without these cookies, some parts of the platform would not function properly.

- **Purpose:** Essential for website navigation and providing services explicitly requested by the user (e.g., logging in, adding items to the cart).
- **Examples:** User authentication cookies, session management cookies.

Performance and Analytics Cookies

These cookies allow us to analyze how users interact with the platform, identify errors, and optimize functionality. They do not collect personal data, but rather help us to improve the performance of our services.

- **Purpose:** Collect information about how visitors use the platform, such as which pages are most visited and any error messages users encounter.
- **Examples:** Google Analytics cookies, Hotjar.

Functionality Cookies

These cookies allow us to remember your preferences (such as your username, language, or region) and provide enhanced, more personalized features.

- **Purpose:** To enable features like remembering your login details or customizing the appearance of the platform to your preferences.
- **Examples:** Language preference cookies, region-based customization cookies.

Targeting and Advertising Cookies

These cookies are used to deliver advertisements more relevant to you and your interests. They also help measure the effectiveness of advertising campaigns. These cookies are often placed by third-party advertising networks, which may track your browsing across different websites and platforms.

- **Purpose:** To deliver targeted advertising to users based on their browsing behavior.
- **Examples:** Google Ads, Facebook Pixel, LinkedIn Insight Tag.

Social Media Cookies

These cookies are set by social media services such as Facebook, Twitter, and Instagram. They are used to track your interactions with social media content embedded on the platform (e.g., "Like" buttons, sharing options).

- **Purpose:** To enable users to share content on social media or interact with embedded social media features.
- **Examples:** Facebook cookies, Twitter cookies.

3. How We Use Cookies

EVÖQ uses cookies for the following purposes:

- **To improve user experience:** Cookies help us remember your preferences, settings, and previous interactions with the platform to offer a seamless and personalized experience.
- **To analyze platform usage:** We use performance and analytics cookies to understand how visitors use the platform, which helps us improve our features and fix potential issues.
- **To deliver personalized content and ads:** Advertising cookies allow us to present more relevant ads based on your interests and activity.
- **To secure the platform:** Some cookies help us monitor and ensure the security of the platform, such as preventing fraud or unauthorized access to user accounts.

4. Third-Party Cookies

We use third-party service providers to help improve and optimize the platform's functionality. These third parties may set cookies on your device when you interact with their services, such as when you visit external social media platforms or interact with embedded content (e.g., videos, surveys).

- **Examples:** Google Analytics, Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- These third-party cookies are subject to the respective privacy and cookie policies of the service providers. You can find more details about third-party cookies and how to manage them by visiting the websites of the service providers.

5. How to Manage Cookies

You can control the use of cookies through your browser settings. You can choose to block cookies, delete existing cookies, or be notified when a cookie is set. However, please note that blocking or deleting cookies may affect your ability to use some features of the platform.

Managing Cookie Preferences

You can manage your cookie preferences on EVÖQ at any time by clicking on the "Cookie Settings" button (if available) or through your browser settings.

Browser Settings

- **Google Chrome:** Go to Settings > Privacy and security > Cookies and other site data.
- **Mozilla Firefox:** Go to Options > Privacy & Security > Cookies and Site Data.

- **Microsoft Edge:** Go to Settings > Cookies and site permissions.
- **Safari:** Go to Preferences > Privacy > Cookies and website data.

Most modern browsers allow users to refuse or accept cookies. However, if you choose to block cookies, some features of the platform may not work as intended.

6. Consent to Cookies

When you first visit our platform, you will be presented with a banner or pop-up asking for your consent to use cookies. By clicking “Accept” or continuing to use the platform, you are consenting to the use of cookies in accordance with this policy.

If you do not wish to accept cookies, you may decline or adjust your preferences through the cookie settings.

7. Changes to the Cookie Policy

EVÖQ reserves the right to update this Cookie Policy as necessary to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on our platform and updating the “Last Updated” date.

8. Contact Us

If you have any questions or concerns regarding this Cookie Policy or our use of cookies, please contact us at:

Email: [Support@evoqstudios.com]

Address: [86-90 Paul Street, London, EC2A 4NE]