

Cookie Notice

Last Updated: 16 September, 2024

This cookie notice describes the cookies that may be set (both automatically and others that you may choose to set) when you visit the www.livefy.com website (the “Website”) and the purposes for which we use those cookies. Our Website uses cookies to distinguish you from other users. This, in turn, allows us to continuously improve the contents and functionalities on our Website.

What are cookies?

Cookies are text files containing small amounts of information, which are downloaded to your computer or mobile device by websites that you visit, either for the duration of your visit (using a “**session cookie**”) or for repeat visits (a “**persistent cookie**”, e.g. to remember your login information). They can improve your experience of using a website, for example, by remembering your preference settings and tracking your use of a website so that it can be improved to meet your needs.

Cookies contain information that is transferred to your computer's hard drive, and allow a website to recognize you as a unique user when you use the Website. Other similar files such as pixels and beacons work in the same way and we use the word ‘cookie’ in this cookie notice to refer to all technologies that collect information in this way.

We use the following cookies:

- **Essential:** Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to log-in to your account and add products to your basket and checkout securely.
- **Functional:** These are the cookies that help certain non-essential functionalities on our Website. These functionalities include embedding content like videos or sharing contents on the Website on social media platforms.

- **Preferences:** These cookies help us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the Website.
- **Statistics:** These cookies store information like the number of visitors to the Website, the number of unique visitors, which pages of the Website have been visited, the source of the visit etc. These data help us understand and analyze how well the Website performs and where it needs improvement. The information stored in these cookies may also be used by the third-party ad providers to show you ads on other websites on the browser as well.

Cookies can be ‘**first party**’ (which are set by us) or ‘**third party**’ (which are placed on your device by another website when you use our Website). You can find more information about the individual cookies we use and the purposes for which we use them in the ‘Cookies used on our website’ section.

Accepting or rejecting cookies

Websites generally must get consent to send cookies to your computer or mobile device unless the cookies are strictly necessary to provide services to you.

Certain cookies we use are strictly necessary for our Website to work. You can set your cookie preferences when you arrive at our Website. Unless the cookie is a strictly necessary cookie, you can withdraw your consent to our cookies at any time even if you have previously consented.

If you provide your consent in respect of cookies, you will also be providing your consent for us and the relevant third parties that use those cookies to use your personal information in the ways set out in our privacy policy.

Should you decide to change your preferences later through your browsing session, you can click on the “Manage Cookie Settings” link at the bottom of your screen. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely. In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block / delete the cookies. To find out more on how to manage and delete cookies, visit www.allaboutcookies.org.

Cookies used on our Website

The table below explains what cookies we use on our Website and why we use them. We also state in the table whether a cookie is a “**persistent**” or “**session**” cookie.

Cookie	Name	Type	Persistent / Session	Purpose
Google Analytics		Statistical	Persistent	These cookies are used to collect anonymous information about how visitors use our Website. We use the information to compile analytical reports which help us improve our Website. The cookies collect information such as the number of visitors to our Website, how they arrived there (e.g. directly from the internet or through linking from another website) and tracking which webpages they visited.

Google Analytics

Our Website uses Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies to analyze the use of our Website by you and other visitors, through Google Tag Manager (GTM)

How to contact us

If you have any questions, concerns or complaints about this cookie notice or how we handle your personal data, or to exercise any of your rights detailed above, please contact our data protection team at support@liveytech.com