# COOKIES POLICY

Last updated 1 November 2024

## Introduction

This policy explains how Build People LLC ("we", "us" or "our") uses cookies and similar technologies across our websites to improve their performance and enhance your experience.

This policy explains what these technologies are and why we use them, as well as your rights to control our use them. In some cases, we may use cookies to collect personal information, or information that becomes personal if we combine it with other information.

## What is a cookie?

A cookie is a small file of letters and numbers that is downloaded on to your computer or mobile device when you visit a website, which enables the website to tailor its offerings to your preferences when you visit it.

There are two main types of cookies:

- A session cookie only exists for the duration of your visit to a website. They recognise your computer or smartphone as you move between pages. These cookies can be used, for example, to maintain secure logins.
- A persistent cookie stays on your device for a set period of time and can be used, for example, to remember you when you next visit the website.

The source of each cookie also varies. Some cookies are owned and created by Build People LLC ('first-party' cookies), but others are supplied by independent companies ('third-party' cookies), such as Google or Facebook.

Cookies are NOT viruses, any kind of malware, programs or applications. Cookies can't see the files on your computer.

## Why does Build People LLC use cookies?

We use cookies for the following purposes in accordance with our Privacy Policy, to view this policy please visit the following link https://build-people.com/docs/BP-Data-Privacy-Notice.pdf:

- Ensure that our Services function properly
- Detect and prevent fraud

- Understand how visitors use and engage with our Site
- Analyse and improve Services

**The cookies used on Build People LLC website fall into various categories:**
1. Necessary
2. Preference
3. Analysics
4. Advertising

What all of this means is that you get the best possible user experience and relevant information based on your needs.

## Necessary Cookies

Some cookies are essential to the operation of our Site and Services and make it usable and secure by enabling basic functions like page navigation and access to secure areas of the Site. We use those cookies in a number of different ways, including but not limited to:

- Authentication. To remember your login state so you don't have to log in as you navigate through our Site and secure portal.

- Fraud Prevention and Detection. Cookies and similar technologies that we deploy through our Site help us learn things about computers and web browsers used to access the Services. This information helps us monitor for and detect potentially harmful or illegal use of our Services.

- Security. To protect user data from unauthorised access.

- Functionality. To keep our Site and Services working correctly, like showing you the right information related to your user account.

## Preference Cookies

Preference cookies are used by Build People LLC to remember your preferences and to recognise you when you return to our Services. These cookies are not-essential however, without them, certain functionality may become unavailable.

**Analytics Cookies**

These cookies collect information that is used either in aggregate form to help us understand how our Sites are being used or how effective our marketing campaigns are. We use these cookies in a number of different ways, including but not limited to:

- Site Features and Services. To remember how you prefer to use our Services so that you don't have to reconfigure your settings each time you log into your account.

- To Analyse and Improve our Services. To make our Site and Services work better for you. Cookies help us understand how people reach our Site. They give us insight into improvements or enhancements we need to make to our Site and Services.

- Pixel tags (also known as web beacons and clear GIFs). May be used in connection with some Services to, among other things track the actions of Users (such as email recipients), measure the success of our marketing campaigns and compile statistics about usage of the Services and response rates.

- Third Party Analytics. Through Google analytics and Lead Forensics in order to collect and analyse information about the use of the Services and report on activities and trends. These services may also collect information regarding the use of other sites, apps and online resources. You can learn about Google's and Lead Forensics' practice's on their websites.

**Advertising Cookies**

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

**Managing cookies**

Currently the only way to opt-out of cookies is by setting or amending preferences from within your web browser to control whether you accept or refuse cookies for our Site. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

If you choose to disable cookies, some features of our Site or Services may not operate as intended.

**Changes to this Policy**
We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

**Contact**
Questions, comments and requests regarding this policy are welcomed and should be addressed to hello@build-people.com.