

Cookies Policy

A. Introduction

Our Website uses cookies for its proper operation as well as the best experience of its visitors.

B. What are Cookies?

Cookies are small text files containing a string of characters that can be placed on your computer or device that uniquely identify your browser and / or device. The information used by browsers (browsers) (Chrome, Mozilla Firefox, etc.) can help to improve the functioning of the Website enabling it to recognize the user's preferences each time the user returns.

Other technologies, including the data we store on your browser or device, the information associated with your device, and other software, are used for similar purposes.

Our Website does not request personal information from its visitors while navigating its content. Our Website collects personal information of its visitors / users only when they voluntarily provide it. Personal information is the data that can be used to identify or communicate with an individual, as well as other information relating to that person. Therefore, the information we collect from you or about you differs depending on the Service you choose to use through our Website.

C. Cookies Types

Our Company uses different types of cookies to ensure the proper functioning of its websites, to enhance user experience, and to analyse and improve performance. These cookies may be set either directly by us (first-party cookies) or by third-party service providers (third-party cookies) that appear on our pages, such as analytics or advertising partners.

Session cookies

These are temporary cookies that remain active only while your browser is open. They are automatically deleted once you close your browser.

Session cookies are used by our systems to enable secure navigation, protect forms, and maintain session integrity during your visit.

Permanent cookies (persistent cookies)

Those cookies remain on your browser even after the browser closes, sometimes for one year or more (the exact length of stay depends on the lifetime of each cookie). Permanent cookies are used when the site administrator may need to know who you are for more than one visit (e.g., remembering your username or your site configuration preferences).

First-party cookies

These are cookies installed on the browser and / or hard drive of your device from the site you are visiting. This includes assigning a unique identifier to you to monitor your site navigation. Website administrators often use first-party cookies to manage visits and for identification purposes.

Third-party cookies

These are cookies used by third parties, such as social networks to track your visits to the various sites they advertise. The site administrator has no control over these third-party cookies.

D. How long will the cookies stay on my device?

For how long a cookie will remain on your computer or on a mobile device depends on whether it is a persistent cookie or a session cookie. Session cookies will remain on your device only until you stop browsing. Permanent cookies remain on your computer or mobile device until they expire or are deleted.

E. Services and Third-Party Tools

The following third-party tools and services may set cookies when you visit or interact with the Exclusive Markets Ltd website.

Google Analytics (Google Ireland Ltd.)

Used for website traffic measurement and usage analysis. Google Analytics collects aggregated data, including visit frequency, session duration, device type, browser type, and anonymised IP addresses.

- Purpose: Website usage analytics
- Cookie Type: Statistics
- Privacy Policy: <https://www.google.com/policies/privacy/>
- Opt-out: <https://tools.google.com/dlpage/gaoptout>

Meta Pixel (Meta Platforms Ireland Ltd.)

Used for advertising and remarketing on Facebook and Instagram, enabling us to measure conversions and improve ad targeting.

- Purpose: Advertising / Retargeting
- Cookie Type: Marketing
- Privacy Policy: <https://www.facebook.com/policy.php>

LinkedIn Insight Tag (LinkedIn Ireland Unlimited Company)

Provides insights into website visitors from LinkedIn and tracks conversions from LinkedIn ads.

- Purpose: Advertising Analytics
- Cookie Type: Marketing
- Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

Twitter Integration (Twitter Inc.)

Used to display embedded Twitter content and measure engagement. May collect user preferences and ad interaction data.

- Purpose: Embedded content / Advertising
- Cookie Type: Marketing
- Privacy Policy: <https://twitter.com/en/privacy>

Microsoft Clarity (Microsoft Corp.)

Analyzes user interactions through heatmaps and anonymised recordings to improve usability.

- Purpose: Behavioural Analytics
- Cookie Type: Statistics
- Privacy Policy: <https://privacy.microsoft.com/privacystatement>

Trustpilot (Trustpilot A/S)

Manages cookie consent and displays the review widget. Stores user consent settings and session IDs.

- Purpose: Consent Management / Review Integration
- Cookie Type: Preferences
- Privacy Policy: <https://uk.legal.trustpilot.com/end-user-privacy-terms>

New Relic (New Relic Inc.)

Monitors application performance and collects anonymised technical data (e.g., load times, errors).

- Purpose: Website performance monitoring
- Cookie Type: Statistics
- Privacy Policy: <https://newrelic.com/termsandconditions/privacy>

F. Collection of Information

When you visit the Exclusive Markets website or use our online services, we may collect certain information automatically through cookies, web beacons, and similar technologies. This information allows us to operate our website securely, improve performance, and communicate effectively with you.

The information we collect may include:

1. Technical data: such as your device type, browser name and version, operating system, screen resolution, and IP address (which may be anonymised).

2. Usage data: including the pages you visit, time spent on each page, referral sources, clickstream data, and browsing patterns.
3. Preference data: such as your language settings, consent preferences, and Trustpilot widget configuration.
4. Analytics and performance data: collected through tools like Google Analytics, Microsoft Clarity, and New Relic to understand visitor behaviour and optimise performance.
5. Marketing and engagement data: obtained through Meta Pixel, LinkedIn Insight Tag, or Twitter Integration to measure advertising effectiveness and reach.
6. Session and security data: such as randomly generated session identifiers and CSRF tokens, used to maintain secure connections and protect against fraudulent activity.

We use this information to:

1. Communicate with you about our services, policies, and terms;
2. Respond to your requests, inquiries, or complaints;
3. Operate, maintain, and secure our website and client portal;
4. Analyse performance and improve user experience; and
5. Comply with our legal and regulatory obligations.

Exclusive Markets Ltd. does not collect sensitive personal data through cookies and does not use automated decision-making that produces legal or similar effects on you.

G. Cookies we use

We use Cookies for the following purposes:

Authentication and Session Management

We use cookies to determine if you are logged in and to maintain your session while navigating between pages securely.

- Type: Necessary

Client Area State

We use cookies to remember your selections or session state within secure areas of our site, such as forms or client portals.

- Type: Necessary

Personalisation and User Preferences

We use cookies to store information about your preferences and tailor the website to your interests and consent choices (for example, consent settings and review widgets).

- Type: Preferences

Advertising and Remarketing

We use cookies from our advertising partners to deliver ads that are relevant to you and to measure the performance of our marketing campaigns.

- Type: Marketing

Analytics and Performance

We use cookies to understand how visitors use our website, identify technical issues, and improve its functionality and content.

- Type: Statistics

Identity Verification and Security

We use cookies and similar technologies to verify accounts, maintain security, and protect against fraudulent or suspicious activity (for example, form protection and referral tracking).

- Type: Necessary

Cookie Consent Management

We use cookies to record your consent preferences for optional cookie categories and to prevent the cookie banner from reappearing once consent has been provided.

- Type: Preferences

Q. How do I manage or delete information about me?

The data is stored for as long as necessary to provide services to you and other users, including those described above. The information related to you will remain stored until you request for deletion. For further information please read our privacy notice.

I. Manage Cookies

The installation of cookies on your device is permitted only with your consent, after you have been appropriately informed through our cookie banner and/or this Cookie Policy. You may withdraw or modify your consent at any time by adjusting your cookie preferences through the banner or your browser settings.

Most web browsers allow you to block or delete cookies. The method for doing so depends on the browser and its version. You can find up-to-date information on how to manage cookies by following the links below:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Edge / Internet Explorer](#)
- [Apple Safari](#)

Please note that some cookies are strictly necessary for the secure and proper functioning of our website (for example, session management and security protection). If you disable or

block these cookies, certain features or sections of the website may not operate correctly or may become inaccessible.

All other (non-essential) cookies—such as analytics, preferences, and marketing cookies—will only be activated after you have given explicit consent.

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