# Cookie Policy

This Cookie Policy applies to BrainySpinach Math and our website at www.brainyspinach.com. This cookie policy is part of and should be read alongside our Privacy Policy. If you have any questions on how we process and protect your personal data, please contact us using hello@brainyspinach.com.

Like other website, we use cookies to store data on your computer, tablet or smartphone and then retrieve it on your next visit. We store our own cookies and also allow our trusted partners to store their tracking cookies.

## Cookie Consent

Brainy Spinach uses the so-called "Explicit Cookie Consent Model". This means that cookies are only set if you allow us to do so by giving your consent. By giving your consent, you also give your consent to the processing of personal data stored in these cookies. The processing of personal data is based on a consideration of your individual interests and rights and our legitimate interests. Our legitimate interest in processing your personal data is to provide you with a good user experience, while our commercial interest is to obtain information about visitors to our website.

Your consent is stored in a cookie which is renewed every twelve months. We will then ask for your consent again when you visit our website using the same computer and browser.

## Why do we use Cookies

We use cookies to obtain information about which pages you visit and in what order. This information is sometimes combined with information from our partners. This allows us to group users who are perceived to have a similar interest in the trips we offer. This also allows our partners to display ads that we think are interesting and relevant to you when you visit other website or social media. For more information on cookies, please visit the website www.allaboutcookies.org.

Below is a description of the different types of cookies we use and examples of our main service partners.

### Essential or Functional Cookies

Certain types of cookies are necessary for the proper functioning of our website. These types of cookies do not store any personal data. They are generally referred to as "session cookies" and are deleted when you close your browser.

### Analytics or performance cookies

These cookies allow us to count visits and track traffic flows so that we can measure and improve the performance of our platform. They help us to know which pages are most and least popular and to see how visitors move around the site. All the information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our platform and will not be able to monitor its performance.

### Personalisation and Advertising Cookies

These cookies are set by trusted partners for advertising purposes. They are used by these companies to create interest profiles based on the content of the pages you and others visit. This may also allow additional ads to be displayed on other website you visit. If you do not allow these cookies, you are likely to be shown less relevant ads. In addition, we serve ads on social media such as Facebook. If you have an account with these services, you are likely to be shown ads based on your visits and purchases with us. The data collected by Facebook when you visit our website may later be used to display Brainy Spinach ads on other third-party accounts with similar interests to yours. Under no circumstances will your personal data be shared with these companies.

## Lifetime of Cookies

Cookies have a lifetime. Some cookies are deleted when you close your browser. Others (for example, those with login details) can remain on your computer for years if you do not delete them. You can

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delete cookies at any time. Click on one of the links below to go to your browser's user manual. After deleting cookies, you may need to log in again to some websites or specify your preferences.

**Cookie List**
The following is a list of cookies that may be placed on your computer when you visit our website.

| Cookie | Type | Description | Lifespan |
|---|---|---|---|
| fr | Advertisement | Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin. | 3 months |
| sb | Functional | This cookie is used by Facebook to control its functionalities, collect language settings and share pages. | 2 years |
| TawkConnectionTime | Functional | Tawk.to, a live chat functionality, sets this cookie. For improved service, this cookie helps remember users so that previous chats can be linked together. | session |
| _ga | Analytics | The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors. | 2 years |
| _gid | Analytics | Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously. | 1 day |

**How can I make choices about cookies and my privacy?**
You can manage your cookie settings using the setting options listed below or by configuring your browser settings. Most browsers are pre-set to accept cookies by default. However, you can configure your respective browser so that it only accepts certain cookies or not at all. You can also use your browser settings to delete cookies already stored in your browser or to have the storage period displayed. Furthermore, it is possible to set your browser to notify you before cookies are stored. Since the various browsers can differ in their respective functions, we ask you to use the respective help menu of your browser for the configuration options. Below you will find general instructions on how to manage cookies for the most popular browsers: Google Chrome, Microsoft Internet Explorer and Edge, Mozilla Firefox, Apple Safari, Opera Web. If you would like a comprehensive overview of all third-party accesses to your Internet browser, we recommend that you install specially developed plug-ins for this purpose.

**Updates**

# Cookie Policy

We update our cookie policy from time to time. Check back regularly to stay aware of the latest version.

**Questions?**

For more information about cookies, please contact us at hello@brainyspinach.com. If you would like to know more about how we use personal data in general, please read our privacy policy.