Cookie Policy – BrandPulse Analytics

Last updated: [Date]

BrandPulse Analytics uses cookies and similar technologies to improve your experience on our website and services. This policy explains what cookies we use, why we use them, and how you can manage your cookie preferences.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help websites function properly, remember your preferences, and analyze how users interact with them.

2. What Cookies Do We Use?

We use the following types of cookies:

a) Essential Cookies

These cookies are necessary for our website to function correctly. They cannot be disabled.

b) Analytics & Performance Cookies

We use these cookies to analyze how visitors use our site, which helps us improve performance. We use:

- **Google Analytics** – Tracks visitor interactions, helping us understand usage patterns.
- **Google Tag Manager (GTM)** – Helps manage and deploy analytics and tracking tags.

c) Advertising & Marketing Cookies

These cookies help us deliver relevant ads and measure the effectiveness of our campaigns. We use:

- **Google Ads** – Allows us to show targeted ads based on your browsing behavior.

d) Preference & Functional Cookies

These cookies store user preferences, such as language settings and login details, to enhance your experience.

e) Consent & Compliance Cookies

- **CookieYes** – Manages cookie preferences and ensures GDPR compliance.

3. How Can You Manage Cookies?

You can control your cookie preferences through the CookieYes banner on our website. Additionally, you can adjust your browser settings to block or delete cookies. However, disabling certain cookies may impact the functionality of our website.

4. Changes to This Policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page with an updated revision date.

5. Contact Us

If you have any questions about this Cookie Policy, please contact us at:

✉ **Email:** support@brandpulse.com
📍 **Address:** Weesperstraat 107-121, 1018VN Amsterdam, The Netherlands