

COOKIE POLICY

<https://www.brainbits.ai> ("**BrainBits**", "we", "us", or "our") uses cookies and similar tracking technologies on its website and associated domains.

This document explains what these technologies are, why we use them, and how you can manage your preferences. By continuing to browse or use our Services, you agree to the placement and use of cookies as described in this Cookie Policy. If you do not accept the use of these cookies, you can disable them by following the instructions below or by adjusting your browser settings so that cookies from this website cannot be placed on your device.

1. What Is a Cookie?

A **cookie** is a small text file containing a unique identifier that is sent to your browser and stored on your computer, smartphone, or other device when you visit a website. Cookies enable websites to recognize your device and collect information such as user preferences and browsing activity.

Your browser only allows a website to access its own cookies, not cookies set by other sites. You can configure your browser to accept all cookies, refuse all cookies, or notify you when a cookie is sent. Note that some features of the Services may not function properly without cookies.

2. Cookies and Trackers

For simplicity, we refer to cookies and other similar technologies (e.g., local storage, pixels, web beacons, tags, and SDKs) collectively as "**Trackers**." Some Trackers are placed directly by BrainBits ("first-party Trackers"), while others are set by third parties ("third-party Trackers") that provide services to us.

The lifetime of a cookie varies: **session cookies** expire when you close your browser, while **persistent cookies** remain until they reach their expiry date or you delete them. For precise lifetimes, please consult the privacy policies of the relevant third-party providers or contact us.

Some Trackers require your consent before being placed on your device. Where required, you may withdraw consent at any time by using the mechanisms described in this Policy.

3. Types of Cookies We Use

Category	Purpose	Examples
Essential / Technical Cookies	Strictly necessary for the operation of the website and to enable core functionality such as page navigation, secure areas, and account login.	BrainBits session cookie, CSRF-token cookie
Analytics / Measurement Cookies	Help us understand how visitors interact with our site, assess performance, and improve user experience.	Google Analytics (_ga, _gid), Intercom visitor analytics cookie
Functional Cookies	Remember user choices (e.g., language, region) to provide enhanced functionality.	Locale preference cookie
Advertising / Marketing Cookies (optional)	Track browsing habits to deliver relevant advertising. BrainBits currently does not use third-party advertising cookies.	N/A

3.1 BrainBits First-Party Cookie

BrainBits sets a proprietary cookie to maintain session state and, where applicable, monitor referral or affiliate links. This cookie is saved only if you arrive via a referral link and is used solely to credit the appropriate partner.

3.2 Google Analytics

We use **Google Analytics** (provided by Google LLC) to collect aggregated, anonymized statistics about website usage. Google may also use the collected data to contextualize and personalize ads within its network.

Place of processing: United States — see Google's Privacy Policy and Opt-Out.

3.3 Intercom

We integrate **Intercom** (Intercom Inc.) for customer support and product analytics. Intercom cookies track usage patterns to help us improve our services.

Place of processing: United States — see Intercom's Privacy Policy and Cookie Policy.

4. Managing Cookies

You have several options to control or limit how cookies are used:

1. **Browser Settings** – Most browsers allow you to view, delete, and block cookies. Refer to your browser's help section for instructions:
 - Google Chrome
 - Mozilla Firefox
 - Apple Safari
 - Microsoft Edge
2. **Cookie Banner / Preferences Center** – When you first visit our site (or after significant updates), you may be presented with a banner allowing you to accept or reject non-essential cookies. You can revisit these settings at any time via the “Cookie Settings” link in the footer.
3. **Mobile Devices** – In iOS and Android, you can limit ad tracking or reset advertising identifiers via device settings.
4. **Third-Party Opt-Outs** – Use the opt-out mechanisms provided by analytics or advertising partners (e.g., Google Analytics Opt-Out Browser Add-on).

Deleting or blocking cookies may impact your experience and some features may not work as intended.

5. Consequences of Rejecting Trackers

Essential cookies are required for the website to function. If you block all cookies, you may be unable to log in, complete purchases, or access certain secure content. Analytics cookies help us improve performance; rejecting them will not affect core functionality but will limit our ability to measure and enhance the site.

6. Contact Information

Owner & Data Controller

BrainBits Technologies Inc.
2810 N Church St, PMB 970270
Wilmington, Delaware 19802, USA
Email: hq@brainbits.ai

If you have questions about this Cookie Policy or our data practices, please contact us using the details above.

Because the use of third-party Trackers cannot be fully controlled by BrainBits, any specific references are indicative. For complete information, please review the privacy policies of the respective third-party providers listed in this document.

Latest Update: July 2025