

Cookie Policy - FalconMetrics

Last updated: May 2025

URL: www.falconmetrics.io/cookie-policy

FalconMetrics LLC ("FalconMetrics", "we", "our", or "us") uses technologies such as cookies, beacons, pixels, scripts, and E-tags (collectively, "Cookies"). These technologies help us operate, personalize, and improve our websites (the "Sites"), and support marketing, analytics, and user experience enhancements. This Cookie Policy explains how and why we use them.

Capitalized terms not defined here shall have the meaning given in our Privacy Policy.

1. What Are Cookies

A cookie is a small piece of data sent to your browser and stored on your device. These help us recognize your device, maintain your preferences, and tailor content.

Cookies may be either:

- First-party cookies (set directly by FalconMetrics)
- Third-party cookies (set by providers we work with, such as Google or Meta)

2. Use of Cookies

We use Cookies for the following purposes:

- Marketing: to deliver more relevant ads across websites.
- Analytics: to measure and analyze traffic and usage.
- Personalization: to remember your preferences and interactions.

3. Types of Cookies We Use

- Strictly Necessary Cookies: Essential for basic site functions and security.
- Performance Cookies: Help us understand how visitors interact with our site.
- Functional Cookies: Enable enhanced features and customization.
- Marketing Cookies: Allow for targeted advertising and tracking across websites.

4. Cookie Duration

We use both:

- Session Cookies: Deleted when the browser is closed.
- Persistent Cookies: Remain for up to 7 days after your visit.

5. Third-Party and First-Party Cookies

We use both FalconMetrics first-party cookies and cookies from third parties like:

- Google Analytics
- Meta/Facebook
- Other ad and analytics partners

6. Managing Your Cookie Preferences

You can manage your Cookie preferences or opt-out using the cookie settings available when you first visit the site. You can also change your browser settings to block or delete cookies.

7. “Do Not Track” Signals

Some browsers send “Do Not Track” signals. FalconMetrics does not currently respond to these signals due to inconsistent industry interpretation.

8. More Information

If you have questions, please contact us at hello@falconmetrics.io.