

# Cookies Policy - Cookie Notice

## Use of cookies

This website, accessible at <https://searchbridge.ai/> (hereinafter also the "Site") uses Cookies to make its services simple and efficient for users. Users visiting the Site will have minimal amounts of information stored on the devices they use, whether computers or mobile devices, in small text files called "cookies" saved in the directories used by the User's web browser. There are various types of cookies, some to make use of the Site more effective, others to enable certain features.

## Types of Cookies

### Technical cookies

This type of cookie enables certain sections of the Site to function correctly. They fall into two categories:

- **persistent**: once the browser is closed they are not destroyed but remain until a preset expiry date;
- **session**: they are destroyed every time the browser is closed. These cookies are necessary to display the site correctly and in relation to the technical services offered; they will therefore always be used and sent, unless the user modifies their browser settings (thereby affecting the display of the site's pages).

### Analytical cookies

Cookies in this category are used to collect information about the use of the site. We will use this information for anonymous statistical analysis in order to improve the use of the Site and to make content more interesting and relevant to users. This type of cookie collects data anonymously on user activity and on how users arrived at the Site. Analytical cookies are sent by the Site itself or by third-party domains.

### Third-party service analysis cookies

These cookies are used to collect information on the use of the Site by users in anonymous form, such as: pages visited, time spent on the site, sources of incoming traffic, geographical origin, age, gender and interests for marketing campaign purposes. These cookies are sent by third-party domains external to the Site.

### Cookies for integrating third-party software products and features

This type of cookie integrates functionality developed by third parties within the Site's pages, such as icons and preferences expressed on social networks for the purpose of sharing site content, or for the use of third-party software services (such as software for generating maps and other software offering additional services). These cookies are sent by third-party domains and partner sites that offer their functionality within the Site's pages.

### Profiling cookies

These are the cookies necessary to create user profiles in order to send advertising messages in line with the preferences expressed by the user within the Site's pages. Under current regulations, consent is not required for technical and analytics cookies, as they are necessary to provide the requested services. For all other types of cookies, consent may be expressed by the User in one or more of the following ways:

- by means of specific configurations of the browser used or the related software programmes used to browse the pages that make up the Site.
- by modifying the settings in the use of third-party services. Both of these solutions could prevent the user from using or viewing parts of the Site.

## Third-party websites and services

The Site may contain links to other websites that have their own privacy policy, which may differ from the one we have adopted and for which we are therefore not responsible.

## Disabling cookies

Cookies are linked to the browser used and can be disabled directly from the browser, thereby refusing/revoking consent to the use of cookies.

Please note that disabling cookies may prevent the correct use of certain functions of the site itself. Instructions for disabling cookies can be found at the following web pages:

Mozilla Firefox

Microsoft Internet Explorer

Microsoft Edge

Google Chrome

Opera

Apple Safari

Below is the list of cookies and tracking technologies active on the Site as of the last update date of this policy, generated from a scan carried out through the Cookie-Script Consent Management Platform.

### Technical cookies (strictly necessary)

Name	Provider / Domain	Type	Purpose	Duration
CookieScriptConsent	Cookie-Script (Objectis Ltd, Lithuania) – first party (www.searchbridge.ai)	Persistent	Stores the user's preferences regarding consent to the use of cookies. Necessary for the operation of the consent banner.	30 days
__cf_bm	Cloudflare Inc. via Calendly – third party (.calendly.com)	Session	Security cookie used to distinguish human traffic from bot-generated traffic, protecting the Calendly service integrated in the Site.	30 minutes

### Analytical cookies (subject to consent)

Name	Provider / Domain	Type	Purpose	Duration
_ga	Google LLC via Google Analytics 4 – first party (.searchbridge.ai)	Persistent	Distinguishes unique users by assigning a random identifier for aggregate statistical purposes.	13 months
_ga_H5FJ8164DG	Google LLC via Google Analytics 4 – first party (.searchbridge.ai)	Persistent	Retains the Google Analytics 4 session state for statistical monitoring.	13 months

### Third-party functionality cookies (subject to consent)

Name	Provider / Domain	Type	Purpose	Duration
_cfuvid	Cloudflare Inc. via Calendly – third party (.calendly.com)	Session	Maintains user session consistency within the Calendly service to ensure a seamless booking experience.	Session
_cfuvid	Cloudflare Inc. – first party (.www.searchbridge.ai)	Session	Maintains user session consistency on the Site to optimise the browsing experience.	Session

### Local storage technologies (localStorage)

The Site also uses the browser's local storage to store two technical items (keys "setItem" and "theme"), both classified as strictly necessary for the functioning of the Site (storing the light/dark theme preference and other technical display preferences). These items do not require prior consent.

### Extra-EU data transfers

Third-party cookies installed by Google LLC and Cloudflare Inc. involve transfers of personal data to the United States of America. Such transfers take place on the basis of European Commission adequacy decision (EU) 2023/1795 of 10 July 2023, which recognises an adequate level of protection for data transferred to US entities adhering to the EU-U.S. Data Privacy Framework, to which both providers are certified.