BreatheBetter Institute

COOKIE POLICY

Last Updated: November 11, 2026

This Cookie Policy applies to data collected by Breathe Better Institute LLC and its affiliates (collectively referred to herein as "**Breathe Better Institute**", "**we**", "**our**", or "**us**") and applies to your use of one of our website where this Cookie Policy is posted (https://www.breathebetterhuntsville.com/) (the "**Site**"). We use cookies and similar tools to facilitate and improve the performance and security of our Site and to enhance user experience.

The Site may utilize or permit several different categories of cookies, as follows:

- Essential cookies – Some cookies may be essential for the proper operation of the Site. For example, they may facilitate page navigation or assist with security checks.
- Functional cookies – These cookies allow us to remember your preferences and allow us to make the Site experience better for you.
- Performance/analytics cookies – These cookies allow us to analyze how visitors use our Site and to measure Site performance. This allows us to provide a quality experience by customizing our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of what content is popular or to learn what links between pages are most effective or why some pages are receiving error messages.
- Advertising cookies – These cookies may be used to highlight content, products, or services that we think will be of interest to you based on your use of the Site.

Does Anyone Else Use Cookies on our Site?

We do use or allow certain third parties to serve cookies on the Site. We may allow third parties to serve cookies to help identify fraudulent or automated traffic on the Site. As described above, third parties that provide content feeds may serve cookies. We may use third party cookies to help us with market research, improving functionality, and enforcing website terms and policies. For example, like many companies, we use Google Analytics to help us evaluate our website traffic. You can see how Google Analytics uses cookie information across various websites by visiting https://policies.google.com/technologies/partner-sites, or any successor webpage that Google may provide.

Which Specific Cookies Do We Use?

To see a list of cookies that may be used on our Site, please click on the “Cookie Preferences” link in the footer of the Site.

Opting Out of the Use of Cookies

To opt out of certain cookies, please click on the “Cookie Preferences” link in the footer of the Site.

Additionally, third-party cookie providers may provide an opt-out tool for their cookie(s). For example, if you would like to opt out of Google Analytics tracking, please visit the Google Analytics Opt-out Browser Add-on (available at https://tools.google.com/dlpage/gaoptout). You can also opt of Adobe Analytics by following these instructions: https://www.adobe.com/privacy/opt-out.html#customeruse.

Please note that your decision to control cookies may affect your experience of our Site – you may not be able to access all or parts of the Site. Turning cookies off, for instance, may prevent you from registering for, signing in to, or using certain services on our Site.

The main web browsers allow you to change your cookie settings directly through their websites. These settings will typically be found in the ‘options’ or ‘preferences’ menu of your browser. In order to understand these settings, the following links may be helpful; otherwise you should use the ‘Help’ option in your browser for more details.

Browser	Link to Change Cookie Settings
Chrome	support.google.com/chrome/answer/95647
Internet Explorer / Edge	support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge
Safari	support.apple.com/en-is/guide/safari/sfri11471
Firefox	support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer

For information on how to use the browser of your mobile device to amend cookie settings, you will need to refer to your mobile device manual.

The following third-party links contain additional information about cookies and other helpful information on your ability to control what cookies apply to you. Please note, however, that these links will take you to third-party sites over which Breathe Better Institute has no control:

Link to Site	Description

www.allaboutcookies.org/manage-cookies/index.html	Offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies
www.aboutcookies.org	Offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies
www.networkadvertising.org	Offers a comprehensive listing of opt-outs for advertising platforms who are members of the Network Advertising Initiative, however, note that there are many more networks listed on the NAI's website than those used by us
https://youradchoices.com/ http://www.aboutads.info/choices	Offers information about advertising networks and opt out of receiving personalized advertisements on this browser or device from advertisers who are members of the Network Advertising Initiative or who subscribe to the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out options of each of those organizations

Note that, when you opt out of personalized advertising, you may continue to see online advertising on the Site and/or our ads on other websites and online services. Also, given that many opt-outs themselves use a cookie to effectuate an opt-out preference, you may need to opt out again if you clear cookies on your browser.

What About Changes to this Cookie Policy?

We may revise this Cookie Policy from time to time in order to reflect changes in our use of cookies, changes in the law, changes in our services, or best practices. We encourage you to review this Cookie Policy periodically.

How to Contact Us

To contact Breathe Better Institute with questions about this Cookie Policy, please email privacy@icanbreathebetter.com and include "ATTN: Cookie Policy" in the subject line.