

Cookie and Similar Technologies Policy

Ethical Edge Experts LLC

Effective Date: July 22, 2026

Last Updated: July 22, 2026

This Cookie and Similar Technologies Policy explains how Ethical Edge Experts LLC ("Ethical Edge Experts," "we," "our," or "us") uses cookies, pixels, log files, and similar technologies when you visit **www.ethicaledgeexperts.com** (the "Website").

This Policy should be read together with our Privacy Notice.

1. What Are Cookies?

Cookies are small text files that websites may place on your computer, mobile device, or browser when you visit a website.

Cookies may be used to:

- Enable essential website functions;
- Remember visitor choices and preferences;
- Maintain security;
- Understand how visitors interact with a website;
- Improve website performance; or
- Enable third-party features requested by the visitor.

Cookies may be:

- **Session cookies**, which are deleted when you close your browser; or
- **Persistent cookies**, which remain on your device until they expire or are deleted.

Some website technologies, including pixels and server log files, may collect information without placing a traditional cookie on your device. This Policy covers those technologies as well.

2. Technologies Used on Our Website

Our Website currently uses or may use the following categories of cookies and similar technologies.

A. Strictly Necessary Technologies

Strictly necessary technologies support the basic operation, security, and functionality of the Website.

They may be used to:

- Load and display Website content;

- Maintain Website security;
- Prevent misuse or malicious activity;
- Remember your cookie-consent selections;
- Process Website forms; or
- Provide a feature that you specifically request.

These technologies cannot always be disabled through our cookie-preference tool because they are necessary for the Website to operate.

You may be able to block them through your browser settings, but doing so may cause parts of the Website to function incorrectly.

B. Consent and Preference Technologies

Our consent-management tool may store your privacy choices, including whether you accepted, rejected, or configured optional services.

These technologies help prevent the Website from asking for the same preferences every time you visit and allow us to document your consent choices where required.

Your consent preferences may remain until:

- The consent record expires;
- The Website's services or privacy practices materially change;
- You delete your browser data; or
- You change your selections through the Website's Privacy Settings tool.

C. IONOS SiteAnalytics

Our hosting provider, IONOS, provides a service called **IONOS SiteAnalytics**.

IONOS SiteAnalytics is used for statistical analysis and the technical optimization of the Website. It may process information such as:

- The referring website;
- The page or file requested;
- Browser type and version;
- Operating system;
- Device type;
- Time of access; and
- An anonymized version of the visitor's Internet Protocol address.

According to IONOS, SiteAnalytics collects this information through a pixel or server log file and does not use analytics cookies. The Internet Protocol address is anonymized after transmission and is not used to identify an individual visitor.

We use SiteAnalytics to understand general Website usage, identify technical problems, and improve the Website's performance and content.

D. Website Translator

The Website may offer a translation service provided through IONOS or another third-party translation provider.

The translation service is not loaded until you choose to activate or accept it where consent is required.

When activated, the translation provider may receive information necessary to provide the translation, including:

- The Website content being translated;
- Your device or browser information;
- Internet Protocol address;
- Selected language; and
- Information about your interaction with the translation feature.

The translation provider may use cookies or similar technologies according to its own privacy and cookie practices.

You do not need to activate the Website Translator to access the Website's original English-language content.

E. Embedded and Third-Party Content

Our Website may contain links to or content provided by third parties, including:

- YouTube;
- LinkedIn;
- Apple Podcasts;
- Podcast-hosting platforms;
- Substack;
- Jotform;
- Scheduling platforms;
- Canva;
- HubSpot; or
- Other professional, media, training, or social platforms.

When third-party material is embedded directly into a webpage, the third-party provider may use cookies, pixels, or similar technologies when the material is loaded or activated.

Where technically available and legally required, optional third-party content will be blocked until you provide consent.

When you click a link that takes you away from our Website, the third party's privacy and cookie policies govern its collection and use of information. Ethical Edge Experts does not control cookies placed directly by third-party websites after you leave our Website.

F. Advertising and Targeted Advertising Cookies

Ethical Edge Experts does not currently use advertising cookies to create profiles about visitors or display targeted advertising on the Website.

We do not currently sell personal information collected through Website cookies or use cookie data for cross-context behavioral advertising.

If our practices change, we will update this Policy, revise our cookie-preference tool, and provide any choices required by applicable law.

3. Current Cookie and Technology Summary

Service or technology	Category	Purpose	Consent
Website operation and security	Strictly necessary	Operates, protects, and displays the Website	Not required where strictly necessary
Cookie preference tool	Strictly necessary or preference	Records your cookie and privacy selections	Not required to remember your request
IONOS SiteAnalytics	Analytics and technical measurement	Statistical analysis and Website optimization	Managed through Privacy Settings where offered
Website Translator	Functional	Translates Website content into a selected language	Required before activation where applicable
Embedded video, podcast, scheduling, form, or social content	Functional or third party	Provides requested third-party content or services	Required before activation where applicable
Advertising cookies	Advertising	Not currently used	Not applicable

The names and durations of individual cookies may change when providers update their services. The Website's **Privacy Settings** panel provides the current services available for acceptance or rejection.

4. Your Cookie Choices

When you first visit the Website, you may be given the following options:

- **Accept:** Permit the optional technologies described in the consent panel;
- **Reject:** Decline optional technologies; or
- **Configure:** Select individual services or categories.

Rejecting optional technologies will not prevent you from viewing the primary Website content. However, optional features such as the Website Translator or embedded third-party content may not function unless activated.

Changing or Withdrawing Consent

You may change or withdraw your consent at any time by selecting the **Privacy Settings** or cookie icon available on the Website.

Withdrawing consent will apply to future use of optional technologies. It may not automatically delete information previously collected by a third-party provider. You may need to clear existing cookies through your browser or contact the provider directly.

Giving consent should be as easy as withdrawing it.

5. Browser Controls

Most browsers allow you to:

- View stored cookies;
- Delete cookies;
- Block all cookies;
- Block third-party cookies;
- Receive a warning before a cookie is stored; or
- Delete cookies when the browser closes.

Blocking all cookies may interfere with strictly necessary Website functions or your ability to use optional features.

Browser instructions are generally available through the privacy or security section of your browser settings.

6. Global Privacy Control and Other Preference Signals

Some browsers and extensions allow users to send a privacy preference signal, such as the **Global Privacy Control**, indicating that they wish to opt out of certain sales, sharing, or targeted advertising.

Where applicable law requires us to recognize a legally valid universal opt-out signal, and the signal can be received and processed by our Website technology, we will treat it as an applicable opt-out request.

Because we do not currently sell personal information or use Website cookies for targeted advertising, such a signal may not result in a visible change to the Website.

7. Legal Bases for Processing

Depending on your location and the technology involved, we may process information collected through cookies and similar technologies based on:

- Your consent;
- Our legitimate interest in maintaining, securing, and improving the Website;
- The necessity of providing a feature or service that you requested; or
- Compliance with a legal obligation.

Where applicable law requires consent before a non-essential technology is used, we will seek consent before activating that technology.

You may withdraw consent at any time through the Website's Privacy Settings.

8. Information Sharing

We may permit Website service providers to process limited information when necessary to provide hosting, analytics, translation, forms, scheduling, security, or other Website functions.

Service providers may process information only according to their contractual responsibilities, their own privacy notices, and applicable law.

We do not authorize service providers to use strictly necessary Website information for unrelated advertising purposes.

9. Data Retention

Cookie and similar-technology information is retained only for as long as reasonably necessary for the purpose for which it was collected, including:

- Remembering your privacy preferences;
- Maintaining Website security;
- Producing aggregated Website statistics;
- Providing a feature you requested;
- Complying with legal obligations; or
- Resolving disputes.

Retention periods may differ depending on the provider and whether the technology is a session or persistent technology.

10. Children's Privacy

The Website is intended for business and professional audiences and is not directed to children under the age of 13.

We do not knowingly use cookies or similar technologies to profile children or serve targeted advertising to children.

11. Updates to This Policy

We may update this Policy when:

- We add or remove Website services;
- A provider changes its technology;
- Our data practices change;
- Applicable legal requirements change; or
- We identify a need for additional clarity.

The revised Policy will be posted on this page with an updated effective date.

Where a material change requires new consent, we will request consent again before activating the affected non-essential technology.

12. Contact Us

For questions about this Cookie and Similar Technologies Policy, your privacy choices, or the technologies used on our Website, contact:

Ethical Edge Experts LLC

Wayne, New Jersey 07470

Email: info@ethicaledgeexperts.com

Website: www.ethicaledgeexperts.com

You may also use the Privacy Settings tool displayed on the Website to review or change your cookie preferences.