

## LIFEARCHITECT.COM COOKIES POLICY

### 1. Lifearchitect.com Cookies Policy

Welcome to the <https://www.lifearchitect.com> website (the "Website"), which is administered by IFS THERAPY Ltd. with its registered office at 137 County Road, Walton, Liverpool L4 3QF, United Kingdom ("we," "our," "us" or "LifeArchitect"). When browsing the Website, we use cookies and other similar technologies and tools like pixels or local storage files (collectively "Cookies") to improve performance of the Website and its features and to create a better user experience for the Website users.

In particular, Cookies are used for the following purposes:

- to customize the content of the Website to the user's preferences and optimize the use of the Website,
- to maintain the Website user's session (after logging in), thanks to which the user does not have to log in again accessing each of the subpages of the Website,
- to create anonymous statistics that help to understand how the users use the Website and to improve the Website structure and content, providing users with advertising content tailored to their individual needs and interests.

This policy (the "Cookies Policy") explains how we may use Cookies, as well as your right to control their use. In accordance with applicable provisions of law we can store and use Cookies only on the basis of your prior explicit consent.

### 2. What are cookies

A cookie is a small text file that a website saves on your computer or mobile device when you visit the Website. It is used to uniquely identify web browsers, track user trends and store information about user preferences. Cookies allow the Website to recognize the user's device and display the Website correctly, including customizing the Website to the user's individual preferences. Cookies usually contain the name of the website from which they originate, the time they are stored on the end device and a unique identifier. Cookies also enable the Website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

### 3. What cookies we use

We may use different types of Cookies on our Website. More information about each type of Cookie we may use is below:

- **Necessary Cookies.** Necessary Cookies are necessary for the proper or optimized functioning of the Website or the functionality you wish to use, as without them we would not be able to properly display the Website and offer our services. Their implementation on the visitor's end device does not require consent.
- **Functional Cookies.** We may use Functional Cookies to collect information about traffic on our Website and monitor how our Website is being used, especially enable a Website to remember information that changes the way the Website behaves or looks, like your preferred language or the region that you are in. Without them, the

functionality of the Website may decrease, but their absence should not prevent you from using it completely.

- **Analytics Cookies.** The anonymous information that we collect enables us to provide you with a better user experience. For example, such information helps us find areas of our Website to improve or fix. They also help us find out which pages are most popular or how users navigate our Website. We also may use third-party analytics services for these purposes. Lack of consent to the indicated cookies does not affect the use of our Website.
- **Advertisement.** Advertisement cookies are used to track visitors across the Website. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers. Lack of consent to the indicated cookies does not affect the use of our Website.
- **Other Cookies.** Other cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

A list of all cookies used on this website, their name and provider as well as type and expiry date can be found in the table below this Cookies Policy.

Keep in mind that the storage period of Cookies on your end device depends on whether the Cookies are *persistent* or *session*.

**Persistent** cookies - are not deleted when you close your browser and remain on your end device for a specified period of time.

**Session** cookies - are placed for the duration of browser use (session duration) and are deleted when the browser is closed.

#### 4. Third-party vendor functionalities or technologies

We use the services and tools of third-party providers on our Website, in particular to the extent related to the provision of services available through the Website and to analytics and advertising. The providers of particular cookies or other technologies are indicated below, along with a link to the applicable privacy policy, where you can read about the processing of personal data.

- Google LLC (including Google Analytics and Google Ads services) (Google Ireland Limited, Google Building, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland): <https://business.safety.google/gdpr/>
- Meta Platforms Inc. (Meta Platforms Ireland Limited, Block J, Serpentine Avenue, Dublin 4, Ireland): <https://www.facebook.com/legal/terms/business-tools>
- Microsoft Corporation (including Bing Ads) (One Microsoft Way, Redmond, Washington 98052-6399, United States): <https://account.microsoft.com/privacy/ad-settings/signedout?lang=en-GB>

#### 5. Disabling cookies

By default, your web browser allows Cookies to be placed on your end device. If you would like to disable Cookies and revoke your previously given consent, you can do so any time by changing the

settings on your browser. Withdrawal of consent does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal. Check your browser's support website for more information on how to disable Cookies in your browser.

Once you disable Cookies, we will not be able to collect Cookies from you. If you do this, however, you may have to manually adjust some preferences every time you visit our Website to display it. What is more, some services and functionalities may not work properly.

## **6. Contact**

If you have any questions about how we use Cookies, please contact us at [hello@lifearchitect.com](mailto:hello@lifearchitect.com).