

# Cookie Policy

Effective Date: April 10, 2024

Welcome to Power Digital Marketing Cookie Policy. In compliance with the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and other relevant data protection laws, we provide detailed information about how and why we use cookies and similar technologies on our website.

## Understanding Cookies

A "cookie" is a small piece of information sent by a web server to a web browser, allowing the server to collect information back from the browser. This technology is widely used to make websites work more efficiently, as well as to provide information to the owners of the site.

## Our Use of Cookies

We use cookies for several reasons:

- **Essential Cookies:** Necessary for our website to function and cannot be switched off in our systems.
- **Performance and Analytics Cookies:** Allow us to count visits and traffic sources so we can measure and improve our site's performance.
- **Functional Cookies:** Enable the website to provide enhanced functionality and personalization.
- **Advertising Cookies:** May be set through our site by our advertising partners to build a profile of your interests and show you relevant adverts on other sites.
- **Consent and Control**

Under GDPR and CCPA, we require your consent to use cookies, except for essential cookies. Upon your first visit to our website, a cookie consent banner will be displayed, giving you direct control over the use of non-essential cookies. You can customize your preferences, accept all cookies, or reject non-essential cookies.

## Managing Cookies

You can manage cookies at any time by adjusting your browser settings. Browser settings allow you to refuse some or all cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this site may become inaccessible or not function properly.

## Changes to Our Cookie Policy

We may update this Cookie Policy to reflect changes in technology, legislation, or our data use practices. Any such changes will be posted here and effective immediately upon posting.

## Your Rights

Under GDPR and CCPA, you have certain rights regarding your personal data, including the right to access, correct, delete, or limit its use. For more information about these rights or to make a request regarding your personal data, please contact us at [Your Contact Information].

## Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by email at [privacy@powerdigital.com](mailto:privacy@powerdigital.com)