

# Cookie Policy

This Cookie Policy applies to the use by XeWorks of cookies and similar tracking technologies at <https://xe.works/> ("Website"). This Policy should be read alongside our [Privacy Policy](#) which gives full details of how and why we process your personal information when you are using the Website with regard to your personal information.

## What are cookies?

Cookies and similar tracking technologies are the small files which hold a certain amount of data, which are placed on the User's internet enabled device (computer, mobile phone etc.). The cookie data can allow us to understand your experience in the Website efficiently and perform certain functions. Cookies do not collect any personal data stored on your hard drive or computer.

## How we use cookies

We use cookies to customize our Website to your needs, display personalized content, store the User's preferences, and measure the promotional effectiveness. We use pixel tags, some small blocks of code on a webpage that allows us to set, read, and modify cookies.

## Categories of cookies we use

**We use the following categories of cookies on our Website:**

**Necessary cookies** are essential for the proper functioning of our Website. Without them, the Website cannot operate correctly. Necessary cookies enable core functions such as page navigation, security, and accessibility. The use of these cookies does not require your consent, but you can disable them by adjusting your browser settings.

**Marketing cookies** are used in general to track the User's experience on our Website.

We use marketing cookies only to help us analyse the User's activity on our Website or help us to deliver adverts that are relevant and engaging for the User through analytics software such as:

- **Google Analytics:** Google Analytics only processes information obtained through our website in an anonymous form. Google Analytics uses the information for the purposes of evaluating User's activity and providing analytical reports. Please visit

<http://www.google.com/privacypolicy.html> for more information. You can also opt-out from being tracked by Google Analytics: <http://tools.google.com/dlpage/gaoptout?hl=en>.

- **CloudFlare:** We use analytics provided by CloudFlare, Inc. Please visit <https://www.cloudflare.com/security-policy> for more information.

We require your consent before placing these cookies on your device. If you choose to reject them, we will be unable to improve your experience on our Website. However, refusing or deleting these cookies will not hinder your ability to use the Website.

## Marketing cookies we use:

Name	Domain	Service	Purpose	Expiry	Type
_ga	xe.works	Google Analytics	Google Analytics customer ID	2 years	HTTP Cookie
_gat	xe.works	Google Analytics	Used to limit the number of requests that have to be made to doubleclick.net. The cookie does not store any user information	1 min	HTTP Cookie
_gid	xe.works	Google Analytics	Google Analytics user ID	Session lifetime	HTTP Cookie
DSID, IDE	marketingplatform.google.com	Google Analytics	Used for retargeting, optimisation, reporting and attribution of online adverts.	DSID: 2 weeks, IDE: 2 months	HTTP Cookie
__cfduid	xe.works	Cloudflare	Used to identify individual clients behind a shared IP address and apply security settings on a per-client basis.	Session lifetime	HTTP Cookie

# Managing or Disabling cookies

You can control and manage cookies in several ways:

## Browser Settings

You can always disable, restrict or block cookies used on our website through the settings of your browser on each device. You can find the detailed instructions below for the following browsers:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Microsoft Edge](#)
- [Opera](#)

## Cookies Management Tool

You can manage your cookie preferences directly on our website through our cookie settings tool. Simply click 'Cookie Settings' in the footer or use the pop-up window that appears when you visit. This tool allows you to opt in or out of specific categories of cookies at any time.

## Cookies Opt-out

We assure users that we do not engage in any unethical practices to deliver targeted ads. We offer options for users to opt out of receiving such ads. However, the effectiveness of these opt-out methods can vary depending on different platforms, devices, and settings. Deleting cookies or using cookie-blocking tools may affect the opt-out status. Despite opting out, users may still receive ads, albeit not tailored to their interests. The opt-out process is specific to each browser or device, requiring users with multiple devices or browsers to repeat the process for each one.

You can also disable certain cookies placed and used by advertising companies wishing to offer you targeted ads based on your interests through the following tools:

- Your Online Choices <http://www.youronlinechoices.com>
- To disable Google Analytics cookies, you can use the following hyperlink:  
<https://tools.google.com/dlpage/gaoptout?hl=en>

## Contact us

If you have any questions about this Cookie Policy, please feel free to contact us at [team@xe.works](mailto:team@xe.works)