Cookie Policy

Last Updated: 20.02.2025

1. Introduction

Active Trade Point Limited ("we") uses cookies and similar tracking technologies to enhance your experience while visiting our website www.activetradepoint.co.uk ("the Site"). This Cookie Policy explains how we use cookies, the types of cookies we use, and your choices regarding cookies.

By using the Site, you consent to our use of cookies in accordance with this policy. If you do not agree with this policy, please disable cookies or refrain from using the Site.

2. What are Cookies?

Cookies are small text files that are stored on your device (computer, smartphone, tablet, etc.) when you visit a website. They help improve your user experience by remembering your preferences, enhancing functionality, and tracking your browsing activities. Cookies can be either:

- **First-party cookies**: These are set by the website you are visiting.
- **Third-party cookies**: These are set by a different domain, typically a service provider or advertiser.

Cookies may be either **session cookies** (temporary cookies that expire once you close your browser) or **persistent cookies** (cookies that remain on your device for a set period or until manually deleted).

3. Types of Cookies We Use

We use the following types of cookies on the Site:

- **Essential Cookies**: These cookies are necessary for the operation of the Site and enable basic functionality such as security features, user authentication, and access to protected areas. Without these cookies, the Site cannot function properly.
- **Performance Cookies**: These cookies collect information about how visitors use the Site, such as which pages are visited most frequently, and help us improve the functionality and performance of the Site. These cookies do not collect personally identifiable information.
- **Functional Cookies**: These cookies allow the Site to remember your preferences, such as language, region, or other customizable features, and provide a more personalized experience.
- **Advertising and Targeting Cookies**: These cookies track your browsing behaviour across websites and are used to show you targeted ads based on your interests. These cookies may be placed by third-party advertisers or ad networks.
- **Analytical Cookies**: We use third-party analytics services (such as Google Analytics) to analyse how users interact with the Site. These cookies help us understand visitor behaviour, traffic patterns, and the effectiveness of our marketing campaigns.

4. Third-Party Cookies

We may also allow third-party service providers, such as advertising networks or analytics companies, to set cookies on your device. These third parties may use cookies to collect information about your activities on the Site and other websites and may combine that information with other data they have collected about you from other sources. These third-party cookies are subject to the respective privacy policies of those providers.

For more information on how these third parties use cookies, please review their privacy policies:

- Google Analytics Privacy Policy
- Facebook Cookie Policy

5. Managing Cookies

You have the right to control and manage cookies in the following ways:

- **Browser Settings**: Most web browsers allow you to manage your cookie preferences in their settings. You can choose to accept or block cookies, delete existing cookies, and adjust cookie settings for specific websites. For more information on how to modify your cookie settings, visit the "Help" section of your browser.
- **Opt-Out**: You can opt out of certain types of cookies, such as advertising or tracking cookies, by visiting the following opt-out pages:
    - Google Analytics Opt-Out
    - Network Advertising Initiative Opt-Out

Please note that disabling certain cookies may affect the functionality of the Site and your user experience.

6. Cookie Consent

When you first visit the Site, you will see a cookie consent banner informing you about the use of cookies. By continuing to use the Site, you are consenting to the placement of cookies as described in this Cookie Policy. If you do not wish to accept cookies, you can disable them using your browser settings or opt-out tools as described above.

7. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we update this policy, we will post the revised version on the Site with a new "Last Updated" date. We encourage you to review this Cookie Policy periodically for any changes.

8. Contact Us

If you have any questions about this Cookie Policy or how we use cookies, please contact us at:

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