



# Cookies Policy

Avital Swiss Invest AG

24th February 2025

# 1. Introduction

This Cookies Policy explains how Avital Swiss Invest AG (“we”, “us”, or “our”) uses cookies and similar tracking technologies on our website. By using our website, you consent to the use of cookies as described in this policy.

## 2. What are Cookies?

Cookies are small text files that are placed on your device when you visit a website. They help us enhance your browsing experience, analyze website traffic, and improve our services. Cookies can be "session cookies" (which expire when you close your browser) or "persistent cookies" (which remain on your device until they expire or are deleted).

## 3. Type of Cookies we use

We use the following categories of cookies on our website:

### 3.1. Essential Cookies

These cookies are essential for the operation of our website and cannot be disabled. They enable core functionalities such as security, authentication, and accessibility.

### 3.2. Functional Cookies

These cookies allow us to remember user preferences, such as language settings, to enhance your browsing experience.

### 3.3. Performance and Analytics Cookies

These cookies collect information about how visitors use our website, helping us understand and improve user experience. We use tools such as Google Analytics to track site performance.

### 3.4. Marketing and Advertising Cookies

These cookies help us deliver relevant advertisements and measure their effectiveness. They may be set by third-party advertising partners.

## 4. How to Manage Cookies (Opt-Out Options)

If you prefer to limit or disable certain types of cookies, you can do so through various opt-out mechanisms, including browser settings and third-party tools.

- **Google Analytics Opt-Out:** You can prevent Google Analytics from collecting data by installing the [Google Analytics Opt-out Browser Add-on](#).
- **Browser Settings:** Most web browsers allow you to block, delete, or manage cookies in their settings. You can typically find these options under:
  - Google Chrome: Settings → Privacy and Security → Cookies and other site data
  - Mozilla Firefox: Preferences → Privacy & Security → Cookies and Site Data
  - Safari: Preferences → Privacy → Manage Website Data
  - Microsoft Edge: Settings → Privacy, search, and services → Clear browsing data

Please note that disabling cookies may impact the functionality of our website and as a result, the user experience.

## 5. Consent

When you visit our website for the first time, you will see a cookie banner requesting your consent to use certain types of cookies. By clicking "Accept", you agree to our use of cookies in accordance with this policy.

## 6. Third-Party Providers

We may use third-party services (e.g., Google, Meta, LinkedIn) that place cookies on your device for analytics, advertising, or fraud prevention purposes. These providers have their own privacy policies governing their use of cookies.

## 7. Cookie Lifespan

Cookies have different lifespans depending on their type and purpose. We use both session cookies and persistent cookies:

- **Session Cookies:** These are temporary cookies that remain active only while you browse our website. They are deleted automatically when you close your browser.
- **Persistent Cookies:** These cookies remain on your device for a specified period or until you delete them. The duration varies depending on the type of cookie:

- Essential cookies: Up to 12 months (for security and authentication purposes).
- Performance & analytics cookies: Typically 6 to 24 months (to analyze usage trends).
- Functionality cookies: Up to 12 months (to remember your settings and preferences).
- Marketing and Advertising cookies: Between 30 days and 24 months, depending on the third-party provider.

You can manage or delete cookies at any time through your browser settings.

## 8. Data Protection and Privacy

Cookies may collect personal data, which we process in accordance with our Privacy Policy. For more information on how we handle your data, please refer to our Privacy Policy.

## 9. Changes to this Policy

We may update this Cookies Policy from time to time. Any changes will be posted on this page with an updated "Last Updated" date. We encourage you to review this policy periodically.

## 10. Legal Compliance

This Cookie Policy complies with the requirements of the Swiss Federal Act on Data Protection (FADP). While we are a Swiss company, we also aim to adhere to the principles of the EU General Data Protection Regulation (GDPR) as a matter of best practice, particularly when dealing with EU residents.

## 11. Contact Us

If you have any questions about our use of cookies, please contact us at:

Avital Swiss Invest AG, Ägeristrasse 64, 6300 Zug, Switzerland.