

Alaigned Cookie Policy

This Cookie Policy explains how Alaigned (“Alaigned”, “We”, “Us”, and “Ours”) use cookies and similar technologies to recognise You when You visit Our websites, such as www.alaigned.com (“Website”). It explains what these technologies are and why We use them, as well as Your rights to control Our use of them.

This Cookie Policy is an integral part of Our [Privacy Policy](#), and all terminology used in this Cookie Policy is based on the Privacy Policy.

Our Website uses tracking technologies to enhance user experience, analyze website usage, and support Our marketing efforts. These tools may collect and process certain personal data to achieve their respective purposes.

1. Cookies

Cookies are small text files that provide information about visitors’ behavior on a website. The server sends them to the user’s computer when a web page is loaded. Under relevant EU legislative regulations, the use of cookies is no longer allowed by default when a website is opened unless the user explicitly consents to it (known as “opt-in”). This change also allows users to consent to the collection of only certain types of data.

Our cookie banner is specifically designed to enable users to configure these preferences. The technical implementation of the cookie banner on Our Website is provided by [Solidpixels](#).

Individual cookies are categorized by type, and different consent rules apply to them. The technical implementation by Solidpixels, and consequently Our Website, recognizes three categories:

- **Functional Cookies:** These are essential for the Website’s functionality and cannot be disabled. You are simply informed of their presence.
- **Analytical Cookies:** This category of cookies can be enabled through the cookie banner settings. They are used to integrate Google Analytics for tracking website visits and Your navigation. Consent is required for their use.
- **Marketing Cookies:** These cookies can be enabled in the cookie banner settings. They are used to integrate Google Tag Manager, which is typically used to connect third-party scripts, such as Facebook Pixel, Google Ads, and others.

For a detailed overview of the cookies used on Our Website, please refer to the section “Overview of Cookies on Solidpixels” at <https://academy.solidpixels.com/blog/nastaveni-cookie-listy>.

You can change Your settings regarding (non)consent for individual cookies at any time [here](#).

2. Other Tracking Tools

Cookies are not the only tools used to recognize or track visitors on a website. From time to time, We may also use similar technologies, such as web beacons (also known as “tracking pixels” or “clear GIFs”). These are small graphic files with a unique identifier that enable Us to detect when someone has visited our Websites or opened an email We sent.

These technologies allow Us to, for example, track user navigation between pages on our Websites, deliver or interact with cookies, determine if You arrived at Our Websites through an online advertisement displayed on a third-party site, enhance site performance, and measure the effectiveness of email marketing campaigns.

In many cases, these technologies depend on cookies to function correctly, so disabling cookies may affect their performance.

Below is an overview of the tracking tools We currently use or may use in the future:

Analytics Tools

We use analytics tools to understand how visitors interact with Our website and to improve its performance and usability:

- **Google Analytics:** Collects data about website traffic, user behavior, and interactions. This information helps us analyze trends and optimize user experience. For more information, please see [Google’s Privacy Policy](#) and opt-out options [here](#).
- **Microsoft Clarity:** Tracks user interactions, including heatmaps and session recordings, to improve Our website’s functionality. Learn more about Clarity’s data practices [here](#).

Marketing Tools

We use marketing tools to deliver personalized advertising and measure the effectiveness of our campaigns:

- **Google Ads:** Tracks conversions and user interactions to optimize ad performance. For details, see [Google Ads Privacy Policy](#).



- **LinkedIn:** Provides insights into ad performance and enables targeted advertising on LinkedIn's platform. Learn more in [LinkedIn's Privacy Policy](#).
- **Facebook:** Tracks user interactions for retargeting and personalized ads on Facebook. See [Facebook's Privacy Policy](#) for more information.
- **X (formerly Twitter):** Tracks website visits and user engagement to tailor advertising. Details are available in [X's Privacy Policy](#).

How These Tools Work

These tracking tools may use cookies, web beacons, or other similar technologies to collect information such as:

- IP address
- Browser type
- Operating system
- Referring URLs
- Pages visited on our website
- Time spent on the website

Your Choices

You have the option to control how Your data is collected and processed by these tools:

- Adjust Your browser settings to block or delete cookies.
- Use opt-out features provided by individual tools, such as Google's Ads Settings or Your Online Choices.

3. Changes To Cookie Policy And Contact

We may revise this Cookie Policy periodically to reflect changes in the cookies We use or for other operational, legal, or regulatory purposes. Any updates will be communicated by posting the revised Cookie Policy on Our Website with an updated effective date.

The date at the top of this Cookie Policy indicates when it was last updated.

If you have any questions about our Cookie Policy, please contact us at legal@aligned.com. For more information on how we process personal data, please refer to Our [Privacy Policy](#).