

Cookie Policy

Last Updated: January 2025

1. Introduction

Elevate Financial Services LLC is committed to protecting your privacy and ensuring transparency about how we use cookies and similar technologies on our website. This Cookie Policy explains what cookies are, how we use them, the types of cookies we deploy, and your choices regarding their use.

This policy should be read alongside our Privacy Policy, which provides detailed information about how we process your personal data.

2. What Are Cookies?

Cookies are small text files that are stored on your device (computer, tablet, or mobile phone) when you visit a website. They are widely used to make websites work more efficiently, provide a better user experience, and give website owners useful information about how their sites are being used.

Cookies can be "first-party cookies" (set by the website you are visiting) or "third-party cookies" (set by a party other than the website you are visiting). Cookies can also be "session cookies" (deleted when you close your browser) or "persistent cookies" (remain on your device for a set period or until you delete them).

3. How We Use Cookies

We use cookies and similar technologies for the following purposes:

3.1 Essential Cookies

These cookies are strictly necessary for the website to function properly. They enable core functionality such as security, network management, and accessibility. You cannot opt out of these cookies as the website cannot function properly without them.

3.2 Performance and Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. This helps us improve the way our website works and enhance your browsing experience.

3.3 Functionality Cookies

These cookies enable enhanced functionality and personalisation, such as remembering your preferences, language settings, and login details. If you do not allow these cookies, some features may not function properly.

3.4 Marketing and Advertising Cookies

These cookies are used to track visitors across websites and display ads that are relevant and engaging for individual users. They also help us measure the effectiveness of our marketing campaigns.

4. Cookies We Use

The following table provides details about the specific cookies used on our website:

Cookie Name	Provider	Purpose	Duration
Essential Cookies			
PHPSESSID	PHP	Preserves user session state across page requests	Session
wordpress_logged_in_*	WordPress	Stores authentication details for logged-in users	Session
wordpress_sec_*	WordPress	Stores authentication security token	Session
wp-settings-*	WordPress	Preserves user interface customisation settings	1 year
wp-settings-time-*	WordPress	Records when wp-settings cookie was set	1 year
Analytics Cookies			
_ga	Google Analytics	Distinguishes unique users and tracks site usage	2 years
ga*	Google Analytics	Maintains session state for Google Analytics 4	2 years
_clk	Microsoft Clarity	Stores a unique user ID for analytics tracking	1 year
_clsk	Microsoft Clarity	Connects page views into a single session recording	1 day
MUID	Microsoft	Identifies unique web browsers visiting Microsoft sites	1 year
Marketing Cookies			
_fbp	Meta (Facebook)	Tracks visits across websites for targeted advertising	3 months
_fbc	Meta (Facebook)	Stores last visit timestamp from Facebook ad click	3 months

5. Third-Party Cookies

In addition to our own cookies, we use various third-party cookies to report usage statistics, deliver advertisements, and improve our services. These third parties include:

- **Google Analytics** — Website traffic analysis and visitor behaviour insights
- **Microsoft Clarity** — Session recordings and heatmaps to understand user experience
- **Meta (Facebook)** — Advertising measurement and retargeting

6. Managing Your Cookie Preferences

You have several options for managing cookies:

6.1 Cookie Consent Banner

When you first visit our website, you will see a cookie consent banner that allows you to accept or decline non-essential cookies. You can change your preferences at any time by clicking the cookie settings link in the footer of our website.

6.2 Browser Settings

Most web browsers allow you to control cookies through their settings. You can typically find these in the "Options" or "Preferences" menu of your browser. You can set your browser to block or alert you about cookies, or delete cookies that have already been set.

Please note that if you disable or delete cookies, some features of our website may not function properly, and your user experience may be affected.

6.3 Opt-Out Links

You can opt out of certain third-party cookies by visiting the following links:

- **Google Analytics:** tools.google.com/dlpage/gaoptout
- **Microsoft Clarity:** privacy.microsoft.com/privacystatement
- **Meta:** facebook.com/settings/?tab=ads
- **Your Online Choices (EU):** youronlinechoices.com

7. Similar Technologies

In addition to cookies, we may use other similar technologies such as:

- **Web Beacons:** Small graphic images (also known as "pixel tags" or "clear GIFs") that may be included on our website and emails to track user activity.
- **Local Storage:** Technology that allows a website to store and retrieve data on a user's device, similar to cookies but with larger storage capacity.
- **Session Storage:** Similar to local storage but data is cleared when the browser session ends.

8. Legal Basis for Using Cookies

We process personal data collected through cookies based on the following legal grounds:

- **Essential cookies:** Necessary for the performance of our contract with you or to comply with our legal obligations.
- **Analytics and marketing cookies:** Based on your consent, which you can withdraw at any time.
- **Functionality cookies:** Based on our legitimate interest in providing you with an enhanced user experience.

9. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation, our business operations, or any other reason we determine is necessary or appropriate. Any changes will be posted on this page with an updated "Last Updated" date.

We encourage you to review this Cookie Policy periodically to stay informed about how we are using cookies.

10. Contact Us

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

Elevate Financial Services LLC

Business Bay, Dubai, UAE

Email: info@elevatewealth.ae

Website: www.elevatewealth.ae

Elevate Financial Services LLC is regulated by the Securities and Commodities Authority (SCA) of the United Arab Emirates.