

COOKIE POLICY

AVERROES CONSULTING SERVICES LLC

Effective Date: January 1, 2025

1. What Are Cookies?

Cookies are small text files that are placed on your device when you visit our website or use our applications. They help us provide you with a better browsing experience and allow certain features of our website and services to function properly.

2. How We Use Cookies

We use cookies for the following purposes:

Essential Cookies

These cookies are necessary for our website and applications to function properly and cannot be disabled. They enable basic functions like:

- Website navigation and functionality
- Access to secure areas of our AOHAT application
- Contact form submissions (Contact Form 7 plugin)
- Security features and user authentication
- Session management across our services

Analytics Cookies

We use analytics cookies to understand how visitors interact with our website and applications:

- Google Analytics 4 (GA4): Implemented via global site tag (gtag.js) to track website usage, user behavior patterns, page views, session duration, and traffic sources
- Google Tag Manager (GTM): Manages tracking scripts and helps us understand website performance
- User journey analysis and conversion tracking
- Website optimization and performance monitoring

Functional Cookies

These cookies enable enhanced functionality and personalization:

- HubSpot Tracking Code: Powers customer relationship management and user identification
- HubSpot Meetings Widget: Enables meeting scheduling functionality
- HubSpot Chat/Chatbot: Provides live chat support and lead capture
- User interface preferences and settings
- Language and region preferences

Third-Party Cookies

Our website and applications may include content from third-party services that may set their own cookies:

- Google Analytics 4: For website traffic analysis and user behavior tracking
- Google Tag Manager: For marketing tag management and conversion tracking
- HubSpot: For customer relationship management, chat functionality, and marketing automation
- AOHAT Application: Assessment tool functionality on AWS
- LinkedIn: For potential future social media integration (Social Media Wall plugin capability)
- AWS Services: For application hosting and performance monitoring

3. Types of Cookies We Use

Session Cookies

These cookies are temporary and are deleted when you close your browser. They help maintain your session while navigating our website and using our applications.

Persistent Cookies

These cookies remain on your device for a set period or until you delete them. They help us:

- Remember your preferences for future visits
- Analyze long-term usage patterns through Google Analytics
- Maintain HubSpot user identification for customer relationship management
- Improve your overall user experience

Secure Cookies

Used on our AOHAT application with SSL encryption to ensure secure data transmission and protect sensitive assessment information.

4. Specific Cookies and Tracking Tools

Google Analytics 4 (GA4)

- Purpose: Website analytics and user behavior tracking
- Implementation: Direct global site tag (gtag.js) integration
- Data Collected: Page views, session duration, user interactions, traffic sources
- Retention: Subject to GA4 data retention settings
- Privacy Policy: <https://policies.google.com/privacy>

Google Tag Manager (GTM)

- Purpose: Managing tracking scripts and marketing tags
- Data Collected: Tag firing events, conversion data, user interaction triggers
- Privacy Policy: <https://policies.google.com/privacy>

HubSpot Services

- Tracking Code: Customer identification and behavior tracking
- Meetings Widget: Meeting scheduling and calendar integration
- Chat/Chatbot: Live chat functionality and lead capture
- Data Collected: Contact information, chat transcripts, meeting preferences, user behavior
- Privacy Policy: <https://legal.hubspot.com/privacy-policy>

Contact Form 7

- Purpose: Form submission and data capture
- Data Collected: Name, email, phone, company information, message content
- Storage: Direct to client email system

5. Third-Party Cookie Policies

When you interact with third-party content on our website or applications, those services may set their own cookies. Please review their cookie policies:

- Google Privacy Policy: <https://policies.google.com/privacy>
- HubSpot Privacy Policy: <https://legal.hubspot.com/privacy-policy>
- AWS Privacy Policy: <https://aws.amazon.com/privacy/>
- Microsoft Privacy Policy: <https://privacy.microsoft.com/privacystatement>
- LinkedIn Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

6. Managing Your Cookie Preferences

Browser Settings

You can control cookies through your browser settings:

- Chrome: Settings > Privacy and Security > Cookies and other site data
- Firefox: Settings > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Manage Website Data
- Edge: Settings > Cookies and site permissions > Cookies and site data

Google Analytics Opt-Out

You can opt out of Google Analytics tracking by:

- Installing the Google Analytics Opt-out Browser Add-on
- Using browser settings to block analytics cookies
- Contacting us to request analytics exclusion

HubSpot Tracking Preferences

You can manage HubSpot tracking through:

- Our website's privacy preference center
- HubSpot's subscription management tools
- Contacting us directly to adjust your preferences

Application Cookies

For our AOHAT application, essential cookies are required for functionality. Optional tracking cookies can be managed through your account settings within the application.

Disabling Cookies

Please note that disabling certain cookies may affect the functionality of our website and applications, including:

- Loss of contact form functionality
- Reduced chat and meeting scheduling capabilities
- Limited website analytics and improvement capabilities
- Impaired user experience and personalization

7. Cookie Retention Periods

Different cookies have different retention periods:

- Session cookies: Deleted when you close your browser
- Google Analytics cookies: Retained according to GA4 settings (typically 14-26 months)
- HubSpot cookies: Retained according to HubSpot's policies (typically 13 months)
- Essential functional cookies: Up to 12 months
- Third-party cookies: Subject to their respective retention policies

8. Cookie Data Processing

Cookie data is processed in accordance with our Privacy Policy and may include:

- Location: Primarily processed in the United States through our AWS infrastructure
- Security: Encrypted transmission and storage where applicable
- Access: Limited to authorized personnel on a need-to-know basis
- Retention: Automatically deleted according to the retention periods specified above

9. Future Implementations

We may implement additional tracking and functionality tools in the future, including:

- Social Media Wall plugins for enhanced social integration
- reCAPTCHA for form security (currently not implemented)
- Additional marketing and analytics tools as our business grows

Any new implementations will be updated in this Cookie Policy with appropriate notice to users.

10. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices, technology, or applicable law. Any updates will be posted on this page with a new effective date. We recommend reviewing this policy periodically to stay informed about our cookie practices.

11. Contact Us

If you have any questions about our use of cookies, need assistance with cookie settings, or want to exercise your rights regarding cookie data, please contact us at:

Averroes Consulting Services LLC

Email: [contact email]

Address: [address]

Phone: [phone number]

For technical questions about cookie implementation, you may also contact our webmaster or technical support team.

This Cookie Policy was last updated on January 1, 2025.