

Introduction

At Poliedge (poliedge.com), we utilize cookies and similar technologies to secure our website, enhance functionality, and monitor performance. This Cookie Policy details the types of cookies we employ, their purposes, and your rights and choices regarding their use, in accordance with UK GDPR and the Data Protection Act 2018.

1. What Are Cookies?

Cookies are small text files placed on your device when visiting websites. They serve various functions, such as ensuring website security, enabling necessary features, and gathering usage insights. We also utilize anonymized access tokens, randomly generated identifiers, to track article views and site interactions.

2. Types of Cookies We Use

Cookie Category	Purpose	Examples	Lawful Basis	Consent Required?
Strictly Necessary	Essential for website functionality and security	Cloudflare security cookies (e.g., __cfduid), anonymized access tokens for tracking views	Legitimate Interests (website functionality and security)	No
Performance/Analytics	Monitoring and improving site performance metrics	Google Analytics cookies (e.g., _ga, _gid)	Legitimate interests (website improvement)	No

3. Third-Party Cookies

We partner with the following third parties who may also set cookies on your device:

Third Party	Cookie Purpose	Privacy Policy Link	Data Location & Safeguards
Cloudflare	Website security and performance enhancement	Cloudflare Privacy Policy	US; Standard Contractual Clauses/Data Privacy Framework
Google Analytics	Performance and website usage analytics	Google Privacy Policy	US; Standard Contractual Clauses/Data Privacy Framework

4. How Cookies Are Utilized

Cookies and similar technologies on our website serve the following specific purposes:

- **Security & Performance:** Ensuring secure, efficient operation via Cloudflare.
- **Functionality:** Enabling essential website features, including tracking anonymized article views.
- **Analytics:** Collecting performance data to help us understand website usage and improve user experience.

5. Managing Your Cookie Preferences

You have control over cookie use, including:

- **Browser Settings:** Adjust settings in your web browser to clear or block cookies.
- **Google Analytics Opt-Out:** Use Google's official browser add-on available [here](#) to prevent Google Analytics tracking.

Please note that blocking strictly necessary cookies may impair essential website functions.

6. Cookie Retention Periods

Cookie Type	Retention Period
Access Tokens	Indefinitely (anonymized)
Cloudflare Cookies	Up to 30 days (standard Cloudflare policy)
Analytics Cookies	Up to 26 months, after which data is anonymized

6. Updates to this Cookie Policy

We periodically update this Cookie Policy. We encourage you to regularly revisit this page for the latest information regarding our cookie practices.

Contact Us

If you have questions or require further information about our cookie practices, please contact us at info@poliedge.com.