## **Cookie Policy**

### **1. Introduction**

Purple Health Wellness may or may not use cookies and similar tracking technologies to enhance your experience on our website. This Cookie Policy explains what cookies are, how we use them, and your choices regarding their use.

### **2. What Are Cookies?**

Cookies are small text files that are placed on your device (computer, smartphone, tablet) when you visit a website. They help websites function efficiently, remember user preferences, and collect data for analytics and advertising purposes.

### **3. Types of Cookies We Use**

#### **3.1 Essential Cookies**

These cookies are necessary for the website to function and cannot be disabled in our systems. They include, for example, cookies that enable you to log into secure areas of the website.

#### **3.2 Performance Cookies**

These cookies collect information about how visitors use our website, such as which pages are visited most often. The data collected is aggregated and anonymized.

#### **3.3 Functional Cookies**

Functional cookies allow the website to remember choices you make (e.g., your username, language, or region) and provide enhanced features.

#### **3.4 Targeting/Advertising Cookies**

These cookies track your browsing habits to deliver personalized advertising relevant to your interests. They may also limit the number of times you see an advertisement.

### **4. How We Use Cookies**

We use cookies to:

* Provide essential website functionality.
* Analyze website performance and improve user experience.
* Personalize content and ads based on your interests.
* Facilitate secure transactions and logins.

### **5. Third-Party Cookies**

We may allow third-party service providers to place cookies on your device for analytics, advertising, or social media integration. These third parties may collect information about your online activities across different websites.

### **6. Your Cookie Choices**

You can control or disable cookies through your browser settings. However, please note that disabling certain cookies may affect the functionality of the website.

#### **6.1 Browser Settings**

Most web browsers allow you to manage your cookie preferences. You can:

* Delete all cookies stored on your device.
* Block specific types of cookies.
* Set preferences for how cookies are handled.

#### **6.2 Opting Out of Targeted Advertising**

You can opt out of targeted advertising by visiting the Digital Advertising Alliance’s [YourAdChoices](https://www.youradchoices.com/) website or the Network Advertising Initiative’s Opt-Out Page.

### **7. Data Collected Through Cookies**

Cookies may collect the following types of data:

* Browser type and version
* Operating system
* IP address
* Referring URLs
* Pages viewed and time spent on the website

All data collected through cookies is processed in accordance with our [Privacy Policy].

### **8. Updates to This Cookie Policy**

We may update this Cookie Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be posted on this page with the revised date.

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### **9. Contact Us**

If you have any questions about our use of cookies, please contact us at: **Trisha Antoine; Purple Health Wellness; 508-205-9891**; **729 BRIDGE ST STE 1 #1004 WEYMOUTH MA 02191**