

SLICIFY

Cookies Policy

Effective Date: April 2026

Version 1.0

1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or smartphone) when you visit a website or use an online platform. Cookies are widely used by website operators to make their websites and platforms work efficiently, to improve user experience, and to provide reporting information.

Cookies set by the website owner (in this case, Slicify) are called "first-party cookies". Cookies set by other parties are called "third-party cookies". Third-party cookies enable features or functionality provided by third parties to be present on or through a website, such as analytics, advertising, and live chat.

2. Why We Use Cookies

Slicify uses cookies and similar tracking technologies (such as web beacons and pixels) on our website and AI platform for the following reasons:

- To enable essential platform functionality and security
- To remember your preferences and personalise your experience
- To understand how you use our platform so we can improve it
- To measure the effectiveness of our marketing campaigns
- To provide you with relevant content and advertising

3. Categories of Cookies We Use

3.1 Strictly Necessary Cookies

These cookies are essential for the operation of our website and platform. They enable you to navigate and use core features such as logging in, accessing secure areas, and submitting forms. You cannot opt out of these cookies as they are required for the platform to function.

3.2 Analytics / Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our platform. They help us understand which pages are most and least popular, and how visitors move around the site. All information collected by these cookies is aggregated and anonymous.

3.3 Functional Cookies

These cookies allow our website and platform to remember choices you make (such as your language or region) and provide enhanced, more personalised features.

They may also be used to provide services you have asked for, such as live chat support.

3.4 Marketing / Targeting Cookies

These cookies are used to deliver advertisements and track the effectiveness of our marketing campaigns. They record your visit to our website, the pages you have visited, and the links you have followed. This information may be shared with third-party advertising networks.

4. Cookies We Use

The following table provides details of the specific cookies used on our platform:

Cookie Name / Type	Category	Purpose	Duration
session_id	Strictly Necessary	Maintains your login session and authentication state	Session
csrf_token	Strictly Necessary	Protects against cross-site request forgery attacks	Session
cookie_consent	Strictly Necessary	Stores your cookie consent preferences	12 months
_ga, _gid	Analytics	Google Analytics — measures website traffic and usage patterns	2 years / 24 hrs
_hjSession	Analytics	Hotjar — understands user journeys and UX behaviour	30 minutes
intercom-*	Functional	Enables live chat support and customer messaging	9 months
user_prefs	Functional	Remembers your platform preferences (language, theme, etc.)	12 months
_fbp, _gcl_au	Marketing	Facebook Pixel / Google Ads — tracks ad performance and conversions	3 months
li_fat_id	Marketing	LinkedIn Insight Tag — retargeting and campaign analytics	30 days

5. Your Cookie Choices

5.1 Cookie Consent Banner

When you first visit our website or platform, you will be presented with a cookie consent banner. You can choose to accept all cookies, reject non-essential cookies,

or customise your preferences by cookie category. Your preferences will be stored for 12 months.

5.2 Browser Settings

Most web browsers allow you to control cookies through their settings. You can set your browser to:

- Notify you when a cookie is being set
- Block all cookies
- Delete existing cookies

Please note that blocking or deleting cookies may affect your experience on our platform and some features may not function correctly. For guidance on managing cookies in specific browsers, visit:

- Chrome: support.google.com/chrome/answer/95647
- Firefox: support.mozilla.org/kb/cookies-information-websites-store
- Safari: support.apple.com/guide/safari/manage-cookies
- Microsoft Edge: support.microsoft.com/en-us/windows/manage-cookies

5.3 Opt-Out Tools

You can opt out of certain third-party cookies directly:

- Google Analytics: tools.google.com/dlpage/gaoptout
- General advertising opt-outs: youronlinechoices.com (EU) or optout.aboutads.info (US)

6. Do Not Track

Some browsers have a "Do Not Track" (DNT) feature that signals to websites that you do not want to be tracked. There is currently no universal standard for recognising DNT signals. We will update this policy if a standard is established.

7. Changes to This Cookies Policy

We may update this Cookies Policy from time to time to reflect changes in technology, law, or our business practices. The updated version will be posted on our website with a revised effective date. We encourage you to review this policy periodically.

8. Contact Us

If you have any questions about our use of cookies, please contact us:

- Email: privacy@slicify.ai
- Website: www.slicify.ai