

# .Altify

## Cookie Policy

Last update [16 April 2025](#)

The policy below is intended to help you understand how cookies work and make an informed choice. These cookies only work on our website and do not concern navigation on our applications, including in-browser versions.

If you continue to browse [www.altify.app](http://www.altify.app) without indicating your preferences and your browser preferences accept cookies, we will consider this to be acceptance of our use of essential cookies, which are essential for browsing the site.

### **What are cookies and what do they do?**

Cookies are text files that are placed on websites on the internet. Each cookie includes the name of the website and a unique ID. We use cookies and similar tools on this website.

Cookies track things like how long a visitor spends on our website and what visitors do on our website (which pages they visit and which buttons they click on, for example). Cookies collect this information and share it with us, the website owner.

Cookies help us understand who uses our website and how we can improve it. For instance, we can understand which pages of our website are most popular with certain kinds of visitors. This allows us to understand what visitors like about our website and how we can make it more attractive for other visitors.

To learn more about these technologies and how they work, please see e.g. [allaboutcookies.org](http://allaboutcookies.org).

### **How do we use cookies?**

Most of the cookies we use on our website are 'persistent' cookies. This means that they remain on your device until you erase them or they expire. The rest of these cookies are 'session' based which are more temporary in duration. This means they will be erased when you close your internet browser.

We have set out the different types of cookies we use below.

### ***Necessary cookies***

Necessary cookies are placed on our website by default. We need necessary cookies to help us to run our website, and to help us detect any problems with it. For example, we use a cookie that tells us how busy the server is based on the number of visitors and that tells us if any users experience problems so that we can resolve the problems as soon as possible.

In addition, we may also use a cookie that tracks your cookie privacy preferences so that we do not place analytics, preferences and / or advertising cookies, which we'll talk about below, if you don't want us to. This particular type of cookie will remain on your device even after you've stopped browsing the website so we can make sure we comply with our legal and regulatory obligations.

We do not need your consent to use necessary cookies.

### ***Preferences cookies***

We also use preferences cookies to remember our users while they are browsing our website, its pages, links and subdomains. For example, we will remember your country and preferred language so that you see content which is relevant to you and in your language.

### ***Analytics cookies***

These allow us to recognise and count the number of visitors to our website, and see how visitors browse our website, so we can understand how our website content is performing and improve it where necessary.

### ***Advertising cookies***

Advertising cookies allow us to build a profile about you so we can provide more relevant ads. For example, we may track your browsing activity across different sites to understand your interests. We may share this information with other organisations, such as Meta and Google, for the same purpose.

### **What third party cookies do we use?**

These are the third party advertising and analytics cookies we use on our website and the purposes for which we use them:

Cookie Name	Purpose
Google Ads	A cookie that shows us how effective our Altify ad campaigns are by tracking how many users click through to our website from a particular ad, and the demographic of those users.
Google Analytics	Allows us to see how many users are on the Altify website, which pages they are visiting and track how many visitors joined Altify.
TV Squared Pixels	Tells us the number of visitors who come to our website when we run TV advertising campaigns so that we can measure the effectiveness of these campaigns.

Microsoft Ads Pixel	This is used by us to help us decide which of our products, services and offers may be relevant for you based on your browsing history, as well as to tailor and measure how effective our ads on Bing are.
Meta Pixel	This is used by us to measure, optimise and build audiences for advertising campaigns served on Meta platforms.
Microsoft Clarity Pixel	Helps us understand which of our products, services and offers might interest you based on your browsing, and measures how well our ads on Bing perform.
TikTok Pixel	Measures, optimises and builds audiences for our ad campaigns on TikTok.
Twitter Pixel	This is used by us to measure, optimise and build audiences for advertising campaigns served on X (formerly Twitter).
LinkedIn Insights Tag	This is used by us to measure, optimise and build audiences for advertising campaigns served on LinkedIn.
YouTube	If you watch a YouTube video embedded on our website, YouTube may use cookies to collect data on your viewing habits and preferences. You can find more information about YouTube's cookie policy on Google's Privacy Policy page.

### How can I manage cookies?

Your browser can be used to manage cookies relating to basic functions, site improvement, personalisation, and advertising. Different browsers use different ways to disable cookies, but they are usually found under a Tools or Options menu. You can also consult the browser's help menu. In addition to cookie management, browsers usually let you control files similar to cookies, for example, Local Shared Objects, e.g. by enabling the browser's privacy mode.

Altify uses third-party vendor-managed advertising cookies to promote its products both on [www.altify.app](http://www.altify.app) and elsewhere on the web. You may be able to opt out from certain third-party-managed advertising cookies through third-party cookie management sites. Disabling cookies altogether may affect your experience on [www.altify.app](http://www.altify.app).

**How long do we keep the information?**

It depends on the type of cookies. Session cookies expire when you close the browser. Persistent cookies, including Local Shared Objects ("Flash cookies"), have typical expiration dates ranging from two (2) to twenty-four (24) months. If you have questions, please contact our Support Team via email at [support@altify.app](mailto:support@altify.app).

**We'll let you know if we change what cookies we use**

If we change the cookies we use, we will update this Cookies Policy. You always can find the latest version of this Policy on our website.