



Cookie Policy - Analizze.AI

Last Updated: January 6, 2025.

Analizze.AI uses cookies and other tracking technologies to enhance user experience and personalize the services offered. This Cookie Policy explains what cookies are, how we use them, and how users can manage their preferences in compliance with applicable U.S. regulations, including the **California Consumer Privacy Act (CCPA)** and relevant Florida state laws.

1. What Are Cookies?

Cookies are small text files stored on the user's device (**computer, tablet, or smartphone**) when visiting a website. They enable the website to recognize the user's device on future visits, remembering preferences and providing a more efficient and personalized experience.

2. Types of Cookies Used

Analizze.AI uses different types of cookies, categorized as follows:

- **Essential Cookies:** These are necessary for the proper functioning of the platform and allow users to access secure areas. These cookies maintain basic platform functionality and cannot be disabled in our systems.
- **Performance Cookies:** These collect information on how users interact with the platform, such as pages visited and errors encountered. These cookies help us improve platform performance and enhance user experience by providing **anonymous statistical data**.
- **Functionality Cookies:** These allow the platform to remember user preferences, such as language, region, or other customizations. These cookies enhance the user experience and personalize the services offered.
- **Advertising and Tracking Cookies:** These cookies are used to personalize advertising campaigns and ensure that displayed ads are relevant to the user. They are also used to measure the effectiveness of advertising campaigns. **Currently, Analizze.AI does not use advertising cookies, but they may be implemented in the future, with prior user notification.**

3. Purposes of Cookies

The cookies used by Analizze.AI serve the following purposes:

- Ensure the **secure and stable operation** of the platform.
- Personalize the **user experience**, remembering preferences and settings.
- Analyze and enhance the **performance** of the platform to better serve user needs.

4. User Consent and Cookie Management

Under **U.S. privacy laws**, users have the right to manage their cookie preferences. Upon first accessing the Analizze.AI platform, users will be **notified about the use of cookies** through a consent banner. Users can choose to accept or reject **non-essential cookies**, such as performance and functionality cookies, before they are stored.



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Users can also manage cookie preferences directly through their browser settings, allowing them to block or delete cookies at any time. However, disabling certain cookies may affect platform functionality and limit the user experience. Below are links to cookie management settings for common browsers:

- **Google Chrome:** [Manage cookies in Chrome](#)
- **Mozilla Firefox:** [Manage cookies in Firefox](#)
- **Safari:** [Manage cookies in Safari](#)
- **Microsoft Edge:** [Manage cookies in Edge](#)

5. Cookies Used and Storage Duration

Below is a table detailing the **main cookies used on the Analizze.AI platform**, their purposes, and storage durations:

Cookie Name	Purpose	Expiration
_session_id	Maintains user session on the platform	Expires when the browser is closed
_ga	Identifies unique users for traffic analysis (Google Analytics)	2 years
_gid	Differentiates users in consecutive visits (Google Analytics)	24 hours
lang_pref	Stores user's language preference	1 year

Cookies from Third Parties

Analizze.AI may use third-party cookies for **statistical analysis and user experience customization**, such as **Google Analytics and Facebook Pixel**. These cookies are subject to the respective **privacy policies** of these providers.

- **Google Analytics:** [Privacy Policy](#)
- **Facebook Pixel:** [Privacy Policy](#)

6. Retention and Deletion of Cookies

Cookies stored by Analizze.AI have varying expiration periods depending on their category and purpose. Some cookies are automatically deleted when the browser is closed, while others remain stored for **up to 2 years**, unless manually deleted by the user.

Users can delete cookies at any time through their browser settings. However, **disabling essential cookies may impair access to certain platform functionalities**.



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7. California Consumer Privacy Act (CCPA) and Florida Privacy Laws

For users residing in **California and Florida**, additional rights apply under state-specific privacy laws:

- **Opt-out of data sale/sharing:** Analizze.Ai does not sell or share user data for targeted advertising.
- **Access and deletion rights:** Users can request details about collected data or ask for deletion of personal data stored by Analizze.Ai.
- **Non-discrimination:** Users who choose to manage or limit cookies will not be denied services or offered different pricing.

For more details on your rights, please refer to:

- **CCPA (California Consumer Privacy Act):** [More Information](#)
- **Florida Digital Bill of Rights** (if applicable)

8. Updates to This Cookie Policy

Analizze.Ai may update this Cookie Policy periodically to reflect changes in the cookies used or data processing practices. Users are encouraged to **review this Policy regularly** to stay informed about cookie usage on the platform.

9. Contact Information

For further information regarding the use of cookies or to exercise rights related to **personal data processing**, users may contact the **Data Protection Officer (DPO)** at:

 **Email:** dpo@analizze.ai