

COOKIE POLICY

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This Cookie Policy explains how **TreeTalk** uses cookies and similar technologies on **tree-talk.com**.

1. What Are Cookies?

Cookies are small text files stored on your device. They help websites:

- Remember user preferences
- Understand how visitors use the site
- Improve performance
- Provide secure login (where applicable)

We use both **first-party** and **third-party** cookies.

2. Types of Cookies We Use

2.1 Necessary Cookies (Essential)

Required for the Website to function properly.

Used for:

- Security
- Load balancing
- Core site functionality

These do **not** require consent.

2.2 Preference Cookies

Store user preferences:

- Language
 - Cookie settings
 - Display options
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2.3 Analytical & Performance Cookies

Used to understand how visitors use the Website.

We use:

Google Analytics (via Google Tag Manager)

Collects:

- Page views
- Session data
- Device type
- Browsing actions
- Anonymized IP addresses

Purpose:

- Improve content
- Optimize performance
- Identify problems

Analytics cookies require user consent (EU/UK).

2.4 Marketing Cookies

TreeTalk does **not** use advertising or tracking cookies for marketing purposes.
No retargeting, no behavioral ads, no third-party ad networks.

3. Cookie Consent (GDPR/UK GDPR)

When you visit our Website from the EU/UK, a cookie banner will appear.

You may:

- Accept all cookies
- Reject all non-essential cookies
- Customize preferences

You may change consent at any time in the **Cookie Settings** link on the Website.

4. Changing or Blocking Cookies

Most browsers allow you to block or delete cookies.

Common links:

- Chrome: <chrome://settings/cookies>
- Firefox: <about:preferences#privacy>
- Edge: <edge://settings/content/cookies>
- Safari: Preferences → Privacy

Blocking necessary cookies may affect Website functionality.

5. Third-Party Cookies & Processing

Google (Analytics, Tag Manager)

Google acts as a **data processor** on our behalf.

Processing may occur in the U.S.

Safeguards such as **Standard Contractual Clauses** apply.

Learn more:

<https://policies.google.com/privacy>