

AN EXPRESS LTD

COOKIES POLICY

Contents

Introduction	3
What Are Cookies?.....	3
Our Cookies and Third-Party Cookies	4
Types of Cookies We Use	4
Lifespan of Cookies on Your Device	5
How to Manage Your Cookie Preferences	6
Modifications to the Cookies Policy.....	6
Contact Us.....	7

Introduction

At **AN EXPRESS**, we prioritize transparency and are committed to providing you with control over how cookies are used during your visit to our website. This **Cookies Policy** is designed to clearly explain the different ways we use cookies and to inform you about the options available for managing your cookie preferences. In alignment with applicable legal requirements, we will only store and use cookies with your explicit consent. Rest assured, any data collected through cookies will only be used for the purposes disclosed to you and in strict compliance with relevant data protection regulations.

Cookies play a significant role in ensuring that your online experience with us is seamless, personalized, and efficient. They enhance our ability to improve the functionality of our products and services while also reducing marketing costs. Cookies are instrumental in streamlining processes such as logging in, saving your preferences, and identifying potential issues you may face when using our services. Without cookies, our capacity to access certain necessary information, such as your login status, would be greatly limited, potentially impacting your experience on our website.

We value your trust and are dedicated to leveraging cookies responsibly to deliver an optimized and user-centric experience.

What Are Cookies?

A cookie is a small text file that a website stores on your computer or mobile device while you are browsing. It tracks user behavior, stores preference data, and uniquely identifies your web browser. Cookies allow the website to remember your activities and preferences over time (such as login information, language settings, font size, and other display preferences), eliminating the need to re-enter them each time you visit the site or switch between pages.

If cookies are essential for the website to function properly, we may store them on your device—this includes technical cookies. Other types of cookies will only be stored with your permission. You can manage your preferences by using the "Change Consent" option on our website. To do so, click the "Change Consent" button, then follow the on-screen instructions to choose or deselect the cookies you wish to allow. Confirm your choices by clicking the "Confirm Selected Cookies" button.

Our Cookies and Third-Party Cookies

Cookies can be generated either by the website you are visiting or by third-party services integrated into the website. We directly manage and are responsible for our cookies, while third-party cookies are managed by the respective third parties. It is the responsibility of these third parties to ensure the correct maintenance and use of their cookies.

Types of Cookies We Use

Cookies on our website are generated either by **AN EXPRESS** or by third-party services integrated into our platform. While we directly manage and take responsibility for our own cookies, third-party cookies are under the management of their respective providers. These third parties are accountable for maintaining and ensuring the proper use of their cookies.

We use various types of cookies to support technical, functional, analytical, and advertising purposes. Both **our own cookies** and those from **third-party providers** work together to enhance your online experience by analyzing web traffic, personalizing content, and enabling access to social networking features. Below is a detailed breakdown of the cookie types used on our site:

1. Functionality Cookies

These cookies are crucial for delivering a personalized browsing experience. Placed either by us or by third-party services integrated into our site, they store your preferences and personal information, such as login details or language settings. This allows us to remember your preferences for future visits, reducing the need to re-enter information.

- **Purpose:** Enhance user convenience and site functionality.
- **Impact of Disabling:** Some features, such as customized settings or smooth navigation, may not function as intended if you disable these cookies.

2. Analytical and Statistical Cookies

Analytical cookies collect and send data about how you use our website. This data is usually aggregated and anonymized, focusing on user behavior patterns, visit counts, and interaction tracking.

- **Purpose:** Help us improve site functionality and ensure you can easily locate the content or services you're seeking.
- **Example:**
 - **Google Analytics:** Used to monitor user activity, track website traffic, and study browsing behavior.
 - **Provider:** Google (third party).

3. Marketing Cookies

Marketing cookies help create a profile of your interests based on your interaction with our site. These profiles enable us to show you relevant advertisements and measure the effectiveness of our ad campaigns.

- **Purpose:** Deliver targeted ads and limit the frequency of ad displays.
- **Impact:** These cookies ensure that the advertisements you see align with your preferences and improve your overall experience.
- **Requirement:** Your explicit consent is required to enable marketing cookies.

By understanding and managing these cookie types, you can optimize your browsing experience while maintaining control over your data and privacy.

Lifespan of Cookies on Your Device

Cookies can vary in their lifespan, influencing how long they remain active on your device. Understanding the difference between **session cookies** and **persistent cookies** will help you manage them effectively:

1. Session Cookies

- **Definition:** These are temporary cookies stored on your device only for the duration of your visit to our website.
- **Lifespan:** They expire automatically once your browsing session ends or when you close your browser.
- **Purpose:**
 - Maintain temporary settings during your visit, such as tracking your progress through a multi-step form.
 - Enable core functionality, such as keeping you logged in as you navigate between pages.
- **Example Use Case:** Ensuring items remain in your shopping cart while you explore other sections of the site.

2. Persistent Cookies

- **Definition:** These cookies are stored on your device for a longer period, even after you close your browser. They remain active until they reach their set expiration date or are manually deleted by you.
- **Lifespan:** Can vary from a few days to several months or years, depending on their purpose.
- **Purpose:**
 - Retain your preferences, such as language settings or saved login credentials.
 - Recognize you when you return to the website, allowing for a smoother and more personalized experience.
 - Support long-term functionality, like storing your consent preferences or tracking your interactions for analytics.
- **Example Use Case:** Automatically filling in your login credentials or maintaining your preferred display settings.

By knowing the lifespan of these cookies, you can make informed decisions about managing or deleting them based on your privacy preferences and usage needs.

How to Manage Your Cookie Preferences

You can modify your cookie preferences at any time by adjusting your browser settings. If you wish to avoid the use of cookies on our website, you can disable cookies in your browser and remove any existing cookies linked to our site. However, please note that disabling cookies may cause some inconvenience while using the website, and certain features may not function properly.

We also rely on third-party services, such as Google, to assist with our marketing efforts, including interest-based advertising. These third parties may use cookies to track your activity across our website and others. To opt-out of Google's use of cookies or device identifiers, you can visit Google's Ad Settings or the Google Marketing Platform opt-out page.

Modifications to the Cookies Policy

This Cookies Policy may be updated periodically to reflect changes in how we handle your personal information. We recommend that you review this policy regularly for any updates. Whenever changes are made, the updated policy will be promptly posted on our website.

This Cookies Policy should be read in conjunction with our other group policies, notifications, and procedures, as well as general privacy notices. If additional

processing activities are required, we will provide you with "just in time" notices where necessary.

Contact Us

If you have any questions or concerns about how this Cookies Policy works, please contact us at: **info@anexpress.com**

Thank you for trusting A N Express with your online experience.