

# Our Cookie Policy

*Effective date: 29th August 2023*

## 1. Overview

Like many other websites, our website uses cookies and similar technologies. Cookies play an important role in helping us provide personal, effective and safe services. This page explains how we use cookies and other similar technologies to help us ensure that our services function properly, prevent fraud and other harm, and analyse and improve the services in accordance with our [Privacy Policy](#).

### 1.1 What is a cookie?

Cookies are small text files that are placed on your browser or your device when you visit a website. They do not affect your device, but are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. For example, cookies can be used to remember information about you, such as your preferences or login information. Cookies may contain a unique identification code that makes it possible to track the user's navigation of the site for statistical, advertising, and technical purposes. The cookies we use may be associated with our domain (first-party cookies) or a third party's domain (third-party cookies).

### 1.2 How do we use cookies?

Kana Earth's website, services and third-party service providers classify and use cookies for the following purposes:

- **Strictly Necessary** – essential for the website to function
  - These cookies are necessary for website functionality and security and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms, including multiple factor authentication for security purposes. You can set your browser to block or alert you about these cookies, but some parts of the site will then not work.
- **Performance / Analytics** - Optimises website performance through anonymous aggregated data. These cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our site. They help us know which pages are the most and least popular and see how visitors move around the site. Most analytics are collected in aggregated and anonymized form. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site.
- **Functionality or Preference** – Enhances functionality and customization
  - These cookies enable the website to provide enhanced functionality and personalisation by remembering choices you have made (such as your user name, language, or the region you

are in). They may be set by us or by third-party services providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

- Marketing – Builds a profile of interests for tailored ads from third parties and enables you to share content with friends and networks.

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.



- **2. Cookie List**

The below list details the cookies used in our website.

Marketing			
Cookie	Service	Goal	Duration
_ga	kana.earth	Used by Google Analytics to register a unique ID that is used to generate statistical data on how the visitor uses the website	2 years
_ga_#	kana.earth	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years
popupDismissed_[headerName]	kana.earth	Used to determine if a specific pop-up has been dismissed by the user so as not to show it again for a certain duration	7 days

The information generated by the Google Analytics cookies (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on activity and providing other services relating to activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where third parties process the information on Google's behalf.

To see more information on the cookies set by Google Analytics see: [Cookies and Google Analytics](#). To **opt out** of being tracked by Google Analytics across all websites visit <https://tools.google.com/dlpage/gaoptout>

We may also use other technologies with similar functionality to cookies, such as web beacons and tracking URLs on our website and in emails, for example, to determine whether a recipient opened the email or accessed a certain link.



- **3. How can I delete or change my cookie preference?**

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. You can also set your browser to alert you when a website sets or accesses cookies. The 'Help' function within your browser should tell you how to do this.

Alternatively, to learn more about cookies, including how to manage them and how they affect your online activities, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Learn how to control cookies on different browsers at [www.aboutcookies.org.uk/managing-cookies](http://www.aboutcookies.org.uk/managing-cookies). If you want to know how to delete cookies, visit [www.allaboutcookies.org/manage-cookies/clear-cookies-installed.html](http://www.allaboutcookies.org/manage-cookies/clear-cookies-installed.html).

Please note, however, that blocking cookies may, on occasion, reduce the functionality of a website or prevent access, depending on the browser options which are selected. If you choose to turn off online behavioural advertising you will still see advertising on the internet, but it does mean that the advertising you see on websites may not be tailored to your likely interests or preferences on the web browser you are currently using.



- **4. How Can I Contact You?**

Kana Earth Limited (“**Kana Earth**”) (with company number 13239272) is based at 85 Great Portland Street, London, W1W 7LT United Kingdom.

If you have any questions or queries about the contents, please email us at [hello@kana.earth](mailto:hello@kana.earth).

We keep our cookies policy under regular review. You can find when this version of the policy became effective at the top of this policy.