



Conscious Activation™

## Cookies Policy

Thank you for visiting our website (“Site”). Conscious Activation International (“CAI” or the “Company”) is committed to treating the personal and corporate information of our Site users, customers, and vendors with respect and sensitivity. This Cookie Policy (“Policy”) explains how CAI and our website use “cookies” and web server logs. This Policy should be read in conjunction with our [Privacy Policy](#) and our [Terms of Use](#).

***By visiting our Site and providing your Personal Data to us and/or continuing to use our Site or any of our services, you accept and consent to the practices described in this Policy and in our Privacy Policy and Terms of Use.***

Click on these links to go directly to these topics:

[What are Cookies and how do we use them?](#)

[Your consent to the use of Cookies on our Site](#)

[Blocking our use of Cookies](#)

[What types of Cookies do we use?](#)

1. What are Cookies and how do we use them?

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, a computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies.

Like many web sites, we use “cookies” and we obtain certain types of information when you access our Site, or our advertisements, or other content provided by us or by others on our behalf from other sites. Information we gather through cookies may include the date and time of your visits to our Site, the pages viewed, and the time spent at our Site.

We use cookies to:

- Personalize your experience with our Site;
- Collect aggregate information about Site usage by all of our users;
- Control the display of advertisements;
- To offer other products, services, and functionalities personalized to you; and
- To improve the performance of our Site to provide you with a better user experience.

For further details on cookies, please visit All About Cookies where you can find comprehensive information on cookies and similar technologies, [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 2. Your consent to the use of Cookies on our Site

By continuing to use our Site, you are deemed to consent to our use of the cookies described in this Policy. If you do not consent to CAI using cookies as described in this Policy, then you may block our use of cookies as described in the following section.

## 3. Blocking our use of Cookies

You can block our use of cookies through settings in your browser. Because these settings are different in different browsers, we recommend that you visit All About Cookies [www.allaboutcookies.org](http://www.allaboutcookies.org), where you can find comprehensive information on cookie management and blocking for a wide variety of browsers.

In order to use certain services offered through our Site, your web browser must accept cookies. If you choose to block our use of cookies on this Site, some aspects of the Site may not work properly, you may not be able to access all or part of our Site, and you may not be able to use all of the features available.

4. What types of Cookies do we use? **STRICTLY NECESSARY COOKIES** We use cookies where they are essential for the operation of our Site, such as to enable you to use our shopping basket function when purchasing products and services. **SESSION COOKIES** We use cookies to allow our Site to uniquely identify your browsing session, which allows us to coordinate this information with data from our website server. **Analytics** We use “analytics” cookies, which, in conjunction with our web server’s log files, allow us to calculate the aggregate number of people visiting our Site and which parts of our Site are most popular. This helps us gather feedback so that we can improve our Site and offer the best user experience. **Targeting:** We also use cookies to record your visit to our Site, the pages you have visited, and the links you have followed. We will use this information to make our advertising more relevant to your interests, and we may also share this information with third parties for this purpose. You can find more information about the individual cookies we use, or that are used by our affiliates and partners, and the purposes for which they are used in the table below:

Cookie	Purpose
Google Analytics cookies	These cookies enable us to store information such as the time you visit our website, whether you have visited before, a unique id for your browsing session, and the website that you visited prior to visiting our website
Quantcast cookies	These cookies are used for marketing purposes so that we can place appropriate banners and advertisements that you might be interested in on other websites.
Analytics ajs_anonymous_idajs_group_idajs_user_id	These cookies are used to record the number of people who visit our site, and track whether you've visited before.
Kissmetrics Analytics Service cookies	These cookies provide us with information about how you use our Site, including pages visited.
Optimizely cookies	These cookies help us uniquely identify visitors to our Site, track their actions, and deliver consistent experiences across the Site.
Marketo cookie _mkt_trk	This is a tracking cookie that allows our Site to link your visit to our Site with our email marketing campaigns to determine the effectiveness of those campaigns.
Facebook cookies	These are tracking cookies that allow us to present you with content and advertisements when you visit Facebook.

Most of our cookies expire within 30 days, although some of our analytics cookies may persist longer.