



EZInvest Cookies Policy

Version 1.4

Last Updated – 22nd January 2018

Cookies Policy

Providing you with the best possible user experience!

Our cookies are baked to perfection, ensuring you get the best browsing experience on EZInvest.com! We've gone into some detail to explain all the cookies we use, so take a look at what cookies we've prepared for your user experience!

Cookie Policy Contents

- Providing you with the best possible user experience!..... 1
- I know what real cookies are, but what are EZInvest cookies? 1
- What kind of cookies does the EZInvest kitchen serve up? 1
- Session or transient cookies 2
- Our analytical cookies..... 2
- Super functional cookies 3
 - Third-party cookies..... 3
 - To summarise..... 3

I know what real cookies are, but what are EZInvest cookies?

Unlike your grandmother's home baked cookies, here at EZInvest, we serve up different, special digitised cookies that contain tiny snippets of information. Most websites will store cookies (the non-edible kind) on your PC, Mac, tablet or phone when you visit them, and they do this so that you can have a better user experience. For instance, a lot of digitised cookies will happily store data on pages which you've provided some important info on. This is only done when you've accepted that the website can indeed store info.

So to summarise, cookies are there to provide you with a more customised web browsing experience. What cookies aren't doing is sharing your personal information, such as your identity, with anyone. So, you can have peace of mind that in general, cookies are there to make you feel a lot cosier when visiting a website like EZInvest.com.

What kind of cookies does the EZInvest kitchen serve up?

We're glad you asked! We've got a delicious selection of warm digitised cookies that we provide to all our website visitors, and you're no exception!

Cookies Policy

Here's the selection of cookies we serve up:

Session or transient cookies

We like to view 'Session Cookies' as nice, but disposable cookies. Some people also called them 'Transient Cookies', but in this example, we're going to call them 'Session Cookies'. You see, the session cookies are only temporary, and they're sent to the trash and deleted as soon as you've closed your browser, be it Chrome, Safari, Firefox, Microsoft's Edge, and/ or Internet Explorer.

'So what are session cookies used for if you simply throw them away as soon as we head away from EZInvest.com?' Good question! Our session cookies are used to keep information you provide us with as you navigate throughout our website, and it's super important to know that our session cookies don't collect any information from your computer.

The main reason we have session cookies is that websites don't actually have a very good memory. In fact, websites don't have a memory at all, and rely on cookies to do all the remembering for them. For instance, without a session cookie, you would be asked the same question over and over again whenever you visited a different page on the same website. Session cookies, act like memory, storing the info you selected into a temporary mind, giving you a better user experience.

If you prefer to not have a session cookie running in the background, you can choose to turn it off or decline its use by disabling the cookie section within your browser's privacy settings. If you do decline session cookies, your website experience might not be as good as you had thought it might be, so we encourage all our visitors and our loyal clients and traders to not turn the cookies function off.

Our analytical cookies

We run analytical cookies on EZInvest.com as it's these cookies that tell us if you you're liking the content we've provided for you on our site.

'How do these cookies do that? I've never had a cookie ask me if I am enjoying my time on EZInvest.com.' Yep, you're right. Our analytical cookies won't ever ask you if you're enjoying your time on our site, but they will measure how long you stay on a page, as well as how many times you've visited our site. These are simple analytics that are really important to the EZInvest marketing team, especially as they're always striving to make EZInvest.com a better place for you to visit.

'Hold on a minute. If your analytical cookies can track how many times I've been to EZInvest.com, doesn't that mean that they're not sent to the trash after I leave EZInvest.com?' Another good question! We've got a selection of analytical cookies that include both temporary and long-term cookies. These cookies are indeed used to track how you use our website and for how long. Our analytical cookies don't tell us anything specific about you as a person, so we don't know what your favourite colour is, but they definitely help us improve your user experience.

For instance, if there's a page that our visitors come to and then immediately leave, we'll take a look at that page more closely. You see, we're not fond of pages that aren't read a lot, and we're definitely not happy with pages that see visitors coming to and then instantly leaving. If that happens a lot, it normally means there's a problem with the page. Either it's not displaying properly, the content's out-dated, or there are other issues with it. So, you now see why it's important for us to

Cookies Policy

track how you and other visitors interact with EZInvest.com, and any of our corresponding landing pages, which are on our lp.ezinvest.com sub-domain.

Super functional cookies

We've got a few 'Functional Cookies', which basically record and save the choices you make on EZInvest.com. For instance, when you come to EZInvest.com, you're given the choice to change the website language. Our functional cookies will remember

the choice you've made. So, if you've changed the language to German, next time you come to EZInvest.com, our site will wish you a 'Hallo' instead of a 'Hello'.

Third-party cookies

Not all cookies are baked in the EZInvest IT oven. Some are baked at Google, Facebook, and other interesting places. We call these cookies 'Third-Party Cookies', and they normally belong to social media websites like Facebook, Google+, YouTube, Instagram, Pinterest, Twitter, LinkedIn and others. These third-party cookies give us the option to share our content on social media. Everyone loves to share!

To summarise

Here at EZInvest, we use cookies to ensure that you're given the best possible user experience. In essence, all our cookies – including the third-party cookies – are there for you.

We're also a regulated broker (CySEC license 203/13), so you can have ultimate peace of mind that any personal information we collect from our site is never shared with third-parties. We've prepared a [Privacy Policy](#) for you too, which provides much more details how we use the data we collect from you. If you've got any more questions about cookies or the data we're collecting, feel free to [contact us](#).