

Metasim Cookie Policy

1. INFORMATION ABOUT OUR USE OF COOKIES

The MetaSim platform (the MetaSim Platform) uses cookies to distinguish you from other users of the MetaSim Platform. This helps us to provide you with a good experience when you browse the MetaSim Platform and allows us to improve the MetaSim Platform. By continuing to browse the MetaSim Platform, you are agreeing to our use of cookies. Please be aware that restricting cookies may impact on your user experience and may prevent you from using parts of the MetaSim Platform.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer, if you consent. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- Strictly necessary cookies. These cookies are required for the operation of the MetaSim Platform. They include, for example, cookies that enable you to log in to secure areas of the MetaSim Platform, use a shopping cart or make use of e-billing services;
- Analytical/performance cookies. These cookies allow us to recognise, and count the number of, visitors and to see how visitors move around the MetaSim Platform when they are using it. This helps us to improve the way the MetaSim Platform works, for example by ensuring that users are finding what they are looking for easily;
- Functionality cookies. These cookies enable us to recognise you when you return to the MetaSim Platform. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region);
- Targeting cookies. These cookies record your visit to the MetaSim Platform, the pages you have visited and the links you have followed. We will use this information to make the MetaSim Platform and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for related purposes.

You can find more information about the individual cookies we use and the purposes for which we use them in the below table:

Cookie Type	Cookie Name	Purpose	More information
Functional / Necessary	Cookie Notice	This cookie helps us elegantly inform users that our site uses cookies and to comply with the	These cookies are stored for 1 month.

		EU cookie law GDPR regulations	
Functional / Necessary	elementor	This cookie allows us to make changes to the website's content in real-time	Persistent
Analytical/ performance cookies	Google Analytics	This cookie helps us to: (a) Estimate our audience size and usage pattern. (b) Understand how visitors navigate to and through the MetaSim Platform. (c) Track the effectiveness of digital marketing campaigns. (d) Recognise you when you return to the MetaSim Platform.	You can find out more about Google Analytics here and it's use of cookies here .
Targeting Cookies	Google AdWords Conversion Tracking	This cookie helps us to deliver targeted online adverts based on your previous visits to the MetaSim Platform.	These cookies expire within 30 days and do not contain information that can identify you personally. Please refer to the Google Advertising Privacy Notice and Google Privacy Policy for more information.
Targeting Cookies	Google AdWords Remarketing	This cookie helps us to deliver targeted online adverts based on your previous visits	Please refer to the Google Advertising Privacy Notice for more information about

		to the MetaSim Platform.	the ability to opt out and Google Privacy Policy .
Targeting Cookies	Google Tag Manager	This cookie helps us to understand visitor information and the source of visits.	You can find out more about Google Tag Manager here .
Targeting Cookies	Facebook Advertising	This cookie helps us to deliver targeted online adverts based on your visits to the MetaSim Platform.	Please refer to the Facebook cookie policy for more information

2. MANAGING COOKIES

The most popular web browsers all allow you to manage cookies. You can choose to accept or reject all cookies, or just specific types of cookies.

2.1 How to manage cookies in different web browsers

Most browsers will allow you to turn off cookies, although please note that turning off cookies may restrict your use of the MetaSim Platform.

The following links provide information on how to modify the cookies settings on some popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

Please note that we do not currently respond to Do Not Track (DNT) signals.

We strongly recommend that you leave cookies active, because they enable you to take advantage of the most attractive features of the MetaSim Platform, but this remains your personal choice.

You can also visit the [About Cookies website](#), for more information about cookies and how to manage them.

3. THIRD PARTY COOKIES

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the MetaSim Platform.

If you would like more information about these third-party cookies, it is available from www.youronlinechoices.com/uk.

Note that when third parties are collecting information about you, those third parties are acting as controllers in their own right (i.e., they are not acting on our behalf).

4. EMBEDDED CONTENT

Sometimes we embed content (for example images or videos) from third party websites such as [YouTube](#). As a result, when you visit a page on the MetaSim Platform that features such content, you may be presented with cookies from these third-party websites. We do not control these cookies and cannot prevent these websites or domains from collecting information relating to your use of such content.

You should check the relevant third-party website for more information about that third party, its website or domain, its use of cookies and your data, and how to opt out of cookies. Such third parties may still gather usage information about you (e.g., number of views, plays, loads etc.) and may also be able to work out who you are even if you are not logged in to their services.

Read more about [YouTube's privacy policy for embedded content](#).

5. CHANGES TO THIS COOKIE POLICY

We will review, and where necessary update, this policy. If we have your e-mail address, we may notify you of any updates and, if necessary, ask you to confirm that you consent to such updates.