

Ceffu Cookie Policy

Last updated: September 2024

This cookie policy describes how Ceffu (“Ceffu”, “we”, “us”) uses “cookies” and other similar technologies, in connection with our websites and applications.

Ceffu uses cookies to improve your experience and for marketing. Please review your cookie settings in order to manage your privacy.

We can place cookies and other similar technology on your device, including mobile device, in accordance with your preferences set. Depending on your settings on your mobile device, the following information may be collected through cookies or similar technology: your unique device identifier, mobile device IP address, information about your device’s operating system, mobile carrier and your location information (to the extent permissible under applicable law).

Every time you visit Ceffu website, you will be prompted to accept or reject cookies.

What are cookies?

Cookies are small text files that are stored in a computer's browser directory. They help site providers with things like language preferences, understanding how people use a site, remembering login details and storing site preferences.

There are two main types of cookies that can be set:

- First party cookies: these cookies are placed and read by us directly when you use our services,
- Third party cookies: these cookies are not set by us, but by other companies, like Google or Facebook, for site analytics purposes.

Do we use cookies?

Yes. We use cookies in accordance with our Privacy Notice to:

- ensure that our services function properly,
- detect and prevent fraud,
- understand how visitors use and engage with our websites and applications, and
- analyse and improve our services.

Do we use cookies for marketing and analytics?

For Marketing

Yes. We and our service providers will use cookies and similar technologies on our websites and applications to direct Ceffu ads to you through targeted advertisements for custody services on other sites you visit and to measure your engagement with those ads.

For Analytics

Analytics cookies help us understand how visitors interact with our services. We use those cookies in a number of different ways, including:

- 1) To prevent you needing to reconfigure your settings each time you log in, we use cookies to remember how you prefer to use our services;
- 2) To understand how people reach the Ceffu site and give us insights into improvements we need to make to our website;
- 3) Pixel tags may be used in connection with certain services to track the actions of our email recipients and to track the success of Ceffu marketing campaigns.
- 4) We use Google Analytics (third party analytics) to collect and analyze information about the use of our website and applications and to report on activities and trends. This service may also collect information regarding the use of other sites, apps and online resources.

Can I opt out?

Yes. You can adjust your preferences about cookies through our cookie setting center. If you want to remove existing cookies from your device, you can do this using your browser options.

If you want to block future cookies being placed on your device, you can do so by modifying the settings at our cookie setting center. Nevertheless, please consider that deleting and blocking cookies may have an impact on your user experience.

What types of cookies does the site use?

The cookies used on Ceffu website have been categorised as per the table below. However, it is important to note that not all cookies may be used in all jurisdictions or websites. A list of the categories of cookies used on this website is set out below.

Category	Description
Strictly Necessary cookies	These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not

Category	Description
	work. These cookies do not store any personally identifiable information.
Performance cookies	These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. 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 and will not be able to monitor its performance.
Functionality cookies	These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by a third-party provider whose services we have added to our pages. If you don't allow these cookies some services may not function properly.
Targeting cookies	Targeting cookies may be set through our site by our advertising partners. They can be used by these third parties to build a profile of your interests based on the browsing information they collect from you, which includes uniquely identifying your browser and terminal equipment. If you do not allow these cookies you will still see basic advertising on your browser that is generic and not based on your interests
Social Media Cookies	These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

If you have any questions, please submit your request to DPO_Dubai@ceffu.com.

You can adjust your cookie settings at any time from our cookie setting center.