



COOKIE POLICY

BrainSMART Lifestyle Companion

Effective Date: June 25, 2026

Last Updated: June 25, 2026

1. INTRODUCTION

This Cookie Policy explains how BrainSMART Lifestyle Companion ("BrainSMART," "we," "our," or "us") uses cookies and similar technologies when you visit our website, use our mobile applications, or access our online services (collectively, the "Services").

This Policy should be read together with our Privacy Policy.

By continuing to use our Services, you acknowledge the use of cookies and similar technologies as described in this Policy, subject to your consent preferences where required by law.

2. WHAT ARE COOKIES?

Cookies are small text files stored on your device when you visit a website or use certain online services.

Cookies help websites and applications:

- Recognize users;

- Remember preferences;
- Improve functionality;
- Analyze usage;
- Enhance security;
- Personalize experiences.

Cookies may be temporary ("session cookies") or remain on your device for a period of time ("persistent cookies").

3. SIMILAR TECHNOLOGIES

In addition to cookies, we may use:

- Software Development Kits (SDKs);
- Local storage;
- Device identifiers;
- Pixels and tracking technologies;
- Web beacons;
- Analytics technologies;
- Mobile advertising identifiers.

References to "cookies" in this Policy include these similar technologies unless otherwise stated.

4. TYPES OF COOKIES WE USE

A. Strictly Necessary Cookies

These cookies are required for the operation of our Services.

Examples include:

- Authentication;
- Login sessions;
- Security controls;
- Fraud prevention;
- Load balancing;
- System administration.

Because these cookies are essential, they cannot be disabled through our consent tools.

B. Functional Cookies

These cookies allow us to remember choices you make, such as:

- Language preferences;
- Region settings;
- Accessibility settings;
- User interface preferences.

These cookies improve your user experience but are not strictly necessary.

C. Analytics Cookies

Analytics cookies help us understand how users interact with our Services.

We may collect information regarding:

- Pages visited;
- Features used;
- Session duration;
- User journeys;
- Device information;
- Performance metrics.

Examples may include analytics tools such as:

- Google Analytics;
- Firebase Analytics;
- Similar analytics platforms.

Analytics information is generally aggregated and used to improve our Services.

D. Performance Cookies

Performance cookies help us monitor:

- Application performance;
- Website performance;
- Error reporting;
- Crash reporting;

- Service reliability.

These cookies help us improve the stability and quality of our Services.

E. Personalization Cookies

These cookies help provide a customized experience by remembering information such as:

- Wellness preferences;
 - Health goals;
 - User settings;
 - Saved content;
 - Personalized recommendations.
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F. Advertising and Marketing Cookies

Where applicable, we may use advertising technologies to:

- Measure marketing effectiveness;
- Deliver relevant advertising;
- Understand campaign performance;
- Limit repeated advertisements.

These cookies will only be used where permitted by law and, where required, after obtaining your consent.

5. INFORMATION COLLECTED THROUGH COOKIES

Depending on the technology used, cookies may collect:

- IP address;
- Browser type;
- Device information;
- Operating system;
- Session information;
- Usage activity;
- Referral URLs;

- Language settings;
- Location information (where permitted);
- Interaction with content and features.

Cookies generally do not directly identify individuals but may become associated with personal information that we hold.

6. THIRD-PARTY COOKIES

Certain third parties may place cookies or similar technologies through our Services.

Examples may include:

- Analytics providers;
- Cloud service providers;
- Customer support platforms;
- Payment processors;
- Marketing providers;
- Social media integrations.

These third parties may collect information according to their own privacy policies.

BrainSMART does not control third-party cookies.

7. GDPR, UK GDPR, AND EEA USERS

For users located in the European Economic Area (EEA), United Kingdom, or Switzerland:

Consent Requirements

We will request consent before placing any cookies or tracking technologies that are not strictly necessary for operation of the Services.

You may:

- Accept all cookies;
- Reject non-essential cookies;
- Customize cookie preferences;
- Withdraw consent at any time.

Withdrawal of consent does not affect the lawfulness of processing conducted before withdrawal.

Legal Basis

The legal basis for the use of:

- Essential cookies is our legitimate interest in providing secure Services;
 - Non-essential cookies is your consent.
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8. CALIFORNIA PRIVACY RIGHTS

Residents of California may have rights regarding information collected through cookies and similar technologies under applicable privacy laws.

Such rights may include:

- Access to information collected;
- Correction of information;
- Deletion of information;
- Information regarding disclosures;
- Rights regarding targeted advertising.

Details regarding these rights are described in our Privacy Policy.

9. CANADIAN USERS

For users located in Canada, BrainSMART seeks consent for the collection, use, and disclosure of personal information through cookies and similar technologies where required under applicable privacy laws, including PIPEDA and provincial privacy legislation.

10. MANAGING COOKIES

You may manage cookies through:

Browser Settings

Most browsers allow you to:

- Block cookies;
- Delete cookies;
- Restrict certain cookies;
- Receive notifications before cookies are stored.

Disabling cookies may affect functionality.

Mobile Device Settings

You may manage:

- Advertising identifiers;
- Tracking permissions;
- App permissions;
- Analytics preferences.

Cookie Preference Center

Where available, BrainSMART provides a cookie management tool that allows users to adjust consent preferences.

11. RETENTION OF COOKIE DATA

Cookie retention periods vary depending on the purpose of the cookie.

Some cookies are deleted when your session ends.

Others remain on your device until they expire or are deleted manually.

Retention periods may vary from a few minutes to several years depending on functionality.

12. DO NOT TRACK SIGNALS

Some web browsers offer "Do Not Track" settings.

Because there is no universally accepted standard governing these signals, our Services may not currently respond to such signals.

13. CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time.

Any changes will be posted through the Services and reflected by the updated effective date.

Continued use of the Services after updates constitutes acknowledgment of the revised Policy.

14. CONTACT US

If you have questions regarding this Cookie Policy, please contact:

BrainSMART Lifestyle Companion

Legal Department

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Privacy Officer

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