

Meta Pixel Tracking

What is Meta Pixel?

Our website uses Meta Pixel (formerly Facebook Pixel), a tracking technology provided by Meta Platforms, Inc. (Facebook). The Meta Pixel is a snippet of JavaScript code embedded on our website that allows us to measure the effectiveness of our advertising campaigns and understand actions users take on our website.

Information Collected

When you consent to cookies and tracking technologies, the Meta Pixel may collect information including:

- Pages you visit on our website
- Actions you take on our website (such as button clicks or form submissions)
- Basic browser information and device data
- IP address
- Referral sources
- Technical information necessary for the pixel's operation

How We Use This Information

We use the information collected through Meta Pixel for the following purposes:

- To measure the effectiveness of our advertisements on Meta platforms (Facebook, Instagram)

- To deliver targeted advertisements to individuals who have visited our website
- To create audiences for future advertisements based on website visitors and their behaviors
- To analyze the performance of our website and marketing campaigns
- To improve our services, user experience, and marketing efforts

Data Sharing

Information collected through Meta Pixel is shared with Meta Platforms, Inc. according to their data policy. Meta may use this data to improve its advertising systems and as otherwise described in Meta's Data Policy, which can be found at: <https://www.facebook.com/policy.php>

Your Choices

You have complete control over whether the Meta Pixel collects data about your visit to our website:

- Upon your first visit, you will be presented with a cookie consent banner where you can choose to accept or decline tracking
- You can change your preference at any time by clearing your cookies and revisiting our site.
- You can also control how Meta uses data for ads through your Facebook Ad Preferences:
<https://www.facebook.com/ads/preferences>
- You can opt out of browser-based interest-based advertising through the Digital Advertising Alliance at:
<https://optout.aboutads.info>

Data Retention

The information collected via Meta Pixel may be retained by Meta according to their data retention policies. For information we access through Meta's services, we retain this data for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law.

Legal Basis for Processing (for EEA, UK, and other applicable jurisdictions)

We only enable Meta Pixel tracking with your explicit consent, which you provide by accepting cookies through our consent banner. This consent serves as the legal basis for processing this data under applicable privacy laws such as the GDPR.