

LeadExchange Cookie Policy

Purpose

This Cookie Policy explains how LeadExchange uses cookies and similar technologies when visitors access the website or submit information.

Types of Cookies

Essential Cookies: Required for website security, login sessions, forms, and core functionality.

Analytics Cookies: Used to understand website traffic and improve performance through tools such as Google Analytics.

Advertising Cookies: Used to measure advertising effectiveness, build audiences, and support retargeting campaigns such as Meta Pixel and Google Ads.

Tracking Technologies

LeadExchange may use cookies, pixels, tags, scripts, local storage, and similar technologies including Meta Pixel, Google Analytics, Google Tag Manager, and other approved analytics or advertising providers.

Why Cookies Are Used

Cookies help remember preferences, improve security, prevent fraud, analyze traffic, measure conversions, personalize content, and improve the user experience.

Managing Cookies

Users may accept or reject non-essential cookies where required by law. Most browsers also allow cookies to be blocked or deleted through browser settings.

Privacy Rights

LeadExchange intends to honor applicable cookie and privacy requirements under U.S. state privacy laws where applicable, including California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon, Montana, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Tennessee, Minnesota, and future state privacy laws.

International Compliance

Where applicable, LeadExchange seeks to align with GDPR, the UK GDPR, the EU ePrivacy Directive, Canada's PIPEDA, Brazil's LGPD, Australia's Privacy Act, and other applicable international privacy laws. Global Privacy Control (GPC) signals may be honored where legally required.

Updates

This Cookie Policy may be updated periodically to reflect changes in technology, law, or business practices. Continued use of the website constitutes acceptance of the current policy.