Cookie Policy

Last Updated: February 11, 2025

This Cookie Policy explains how Synthetic Users ("we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our website at https://www.syntheticusers.com.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Synthetic Users) are called "first-party cookies." Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics).

Why do we use cookies?

We use first-party and third-party cookies for several reasons:

- **Strictly necessary cookies:** These cookies are required for technical reasons in order for our website to operate. They include, for example, cookies that enable you to log into secure areas of our website.
- **Analytics cookies:** These cookies allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Advertising cookies:** These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests

and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device.

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted.

You can manage your cookie preferences through:

- **Cookie banner:** When you first visit our website, you will see a cookie banner where you can choose which types of cookies to accept or reject.
- **Browser settings:** Most web browsers allow you to control cookies through their settings preferences. However, limiting the ability of websites to set cookies may worsen your overall user experience.

Types of cookies we use

Strictly Necessary Cookies

These cookies are essential for the website to function properly. They cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms.

Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. We use these cookies to improve our website's performance and user experience.

Advertising Cookies

These cookies may be set through our site by our advertising partners to build a profile of your interests and show you relevant content on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device.

Third-party cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the website and deliver advertisements on and through the website.

Updates to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies.

Contact us

If you have any questions about our use of cookies or other technologies, please contact us at support@syntheticusers.com.