



COOKIE POLICY

Effective as of January 16, 2026

This Cookie Policy (“Policy”) explains how TrueData may use cookies and other similar tracking technologies on websites, applications, newsletters, and other online products and services if and when enabled. “This website” means truedata.co and its subpages. This Policy provides details about your choices with respect to cookies and other similar tracking technologies, and is a part of the TrueData [Privacy Statement](#).

CURRENT STATUS

TrueData has disabled all non-essential cookies and similar technologies on this website. The only cookie currently in use is cookieeyes-consent, which stores your cookie preference selections. We do not currently use analytics, advertising/marketing cookies, tracking pixels, session replay, or similar technologies on this website. We do not use this website to record the contents of what visitors type, capture keystrokes, or monitor mouse movements/scrolling via session replay or similar tools.

1. WHAT ARE COOKIES AND HOW ARE THEY USED?

Cookies are alphanumeric identifiers that are transferred to your device’s hard drive through your web browser for record-keeping purposes. Some cookies make it easier for you to navigate websites and services (such as remembering passwords, downloading logos to decrease load time) while others might allow us to better understand your preferences, how you found us, and where on our site you interact.

Important: The sections below describe cookies and similar technologies that may be used on websites generally and that we may enable in the future. They are not currently enabled on this website unless expressly listed as ‘Currently enabled’ in Section 3.

Cookies can be first party or third party and their storage time varies as you may reference below:

TYPES OF COOKIES BASED ON OWNERSHIP	
FIRST-PARTY COOKIES	THESE ARE COOKIES SET BY THE WEBSITE OR SERVICE YOU ARE VISITING.
THIRD-PARTY COOKIES	THESE ARE COOKIES SET BY THIRD-PARTY SUCH AS ANALYTICS OR ADVERTISING SERVICES. THIRD PARTIES MAY COLLECT AND USE INFORMATION AS WE HAVE DESCRIBED IN THIS POLICY AND OUR PRIVACY STATEMENT AND PURSUANT TO THEIR OWN PRIVACY POLICIES.

TYPES OF COOKIES BASED ON LIFESPAN	
SESSION COOKIES	SESSION COOKIES EXIST ONLY DURING AN ONLINE SESSION. THEY DISAPPEAR FROM YOUR DEVICE WHEN YOU CLOSE YOUR BROWSER OR TURN OFF YOUR DEVICE. WEBSITES USE SESSION COOKIES TO ALLOW SYSTEMS TO UNIQUELY IDENTIFY YOU DURING A SESSION OR WHILE YOU ARE LOGGED INTO THE WEBSITE AND SERVICES. THIS ALLOWS WEBSITES TO PROCESS YOUR REQUESTS AND VERIFY YOUR IDENTITY, AFTER YOU HAVE LOGGED IN, AS YOU MOVE THROUGH THE WEBSITE AND SERVICES.
PERSISTENT COOKIES	PERSISTENT COOKIES REMAIN ON YOUR DEVICE AFTER YOU HAVE CLOSED YOUR BROWSER OR TURNED OFF YOUR DEVICE. COMPANIES MAY USE PERSISTENT COOKIES TO TRACK AGGREGATE AND STATISTICAL INFORMATION ABOUT USER ACTIVITY.

When you interact with TrueData’s website or other online products and services, cookies and similar technologies may be used to collect technical information by automated means (such as pixels, cookies, web beacons, local storage, JavaScript, APIs, and similar technologies). As explained in the Current Status section and Section 3, these technologies are currently disabled on this website except for cookieeyes-consent.

If enabled in the future, cookies and similar technologies may be used to: (i) operate the website and keep it secure; (ii) remember preferences; (iii) understand usage and improve performance; and (iv) support communications and marketing activities. We do not currently use cookies or similar technologies on this website for analytics, advertising, or interest-based marketing.

Current status: Only **Strictly Necessary** cookies are enabled at this time (cookie preference cookie only). **Functional, Analytics, and Advertising** cookies are currently disabled.

TYPES OF COOKIES BASED ON PURPOSE	
ESSENTIAL/NECESSARY COOKIES	THESE COOKIES ARE ESSENTIAL FOR ENABLING THE BASIC FEATURES OF THIS WEBSITE, SUCH AS PROVIDING SECURE LOG-IN OR ADJUSTING YOUR CONSENT PREFERENCES. THIS CATEGORY OF COOKIES CANNOT BE DISABLED. YOU CAN SET YOUR BROWSER TO BLOCK OR ALERT YOU ABOUT

	THESE COOKIES, BUT DOING SO MEANS SOME PARTS OF THE SERVICES WILL NOT WORK.
FUNCTIONAL COOKIES	THESE COOKIES ALLOW OUR WEBSITES TO REMEMBER CHOICES YOU MAKE WHILE BROWSING. FUNCTIONAL COOKIES HELP PERFORM CERTAIN FUNCTIONALITIES LIKE SHARING THE CONTENT OF THE WEBSITE ON SOCIAL MEDIA PLATFORMS, COLLECTING FEEDBACK, AND OTHER THIRD-PARTY FEATURES.
ANALYTICAL COOKIES	THESE COOKIES ARE USED TO UNDERSTAND HOW VISITORS INTERACT WITH THE WEBSITE. THESE COOKIES HELP PROVIDE INFORMATION ON METRICS SUCH AS THE NUMBER OF VISITORS, BOUNCE RATE, TRAFFIC SOURCE, ETC.
PERFORMANCE COOKIES	THESE COOKIES ARE USED TO UNDERSTAND AND ANALYZE THE KEY PERFORMANCE INDEXES OF THE WEBSITE WHICH HELPS IN DELIVERING A BETTER USER EXPERIENCE FOR THE VISITORS.
ADVERTISING COOKIES	THESE COOKIES ARE USED TO SHOW ADS THAT ARE MORE RELEVANT TO YOUR INTERESTS BASED ON THE PAGES YOU VISITED PREVIOUSLY AND TO ANALYZE THE EFFECTIVENESS OF THE AD CAMPAIGNS. WE MAY SHARE THIS INFORMATION WITH ADVERTISING PLATFORMS TO HELP US DISPLAY THE MOST RELEVANT MESSAGES TO YOU. THESE COOKIES MAY ALSO STORE INFORMATION ON USER BEHAVIOR OBTAINED THROUGH THEIR BROWSING HABITS, WHICH ALLOWS US TO DEVELOP A SPECIFIC PROFILE AND DISPLAY ADVERTISEMENTS APPROPRIATE TO YOUR PROFILE.
UNCATEGORIZED COOKIES	THESE COOKIES ARE THOSE THAT ARE BEING ANALYZED AND HAVE NOT BEEN CLASSIFIED INTO A CATEGORY AS YET.

2. COOKIE CHOICES AND OPT-OUTS

Disabling Cookies via Browser Controls. Most web browsers automatically alert you to the use of cookies. Depending on your preferences, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our website and services who disable cookies will be able to browse certain areas of the website, but some features may not function properly.

Analytics opt-outs (if enabled). If we enable analytics cookies in the future, you will be able to manage them through the Cookie Banner and, in some cases, provider opt-out mechanisms. For detailed instructions on how to do this, please select your browser type below:

[CHROME](#)

[FIREFOX](#)

[MICROSOFT EDGE](#)

[INTERNET EXPLORER](#)

[SAFARI MAC](#)

[SAFARI IPHONE, IPAD AND IPOD](#)

Disabling Analytical Cookies. To disable certain analytics cookies, you can use the browser controls discussed above or, for some of our providers, you can use their individual opt-out mechanisms, such as the [Google Analytics Opt-Out](#).

Disabling cookies via the Cookie Banner. To customize your cookie preferences on TrueData website, please visit the TrueData Cookie Banner. In the Cookie Banner, you will find information about the cookies being collected, and you can choose whether or not to accept their use, except for those that are strictly necessary for the website's operation.

If you disable or remove cookies, some parts of the website may not function properly.

Do-not-Track. At this time, we do not use cookies for analytics or advertising on this website. You can manage cookies via your browser settings and the Cookie Banner.

3. WHAT COOKIES DO WE COLLECT ON OUR WEBSITE AND HOW ARE THEY USED?

Name	Category	Purpose	Provider	Retention
cookieyes-consent	Strictly necessary	Stores cookie preference selections	TrueData (via CookieYes)	Up to 12 months

Currently Disabled

- Analytics / Performance cookies
- Advertising / Marketing cookies
- Functional cookies (beyond consent storage)
- Pixels / tags / web beacons
- Session replay / heatmaps / interaction monitoring

Future Changes

If we enable additional cookies or similar technologies, we will update the “Currently Enabled” table above and, where required, provide notice and obtain consent through the Cookie Banner before deploying any non-essential technologies.

4. UPDATES TO THE POLICY

Our website may undergo changes and updates that result in the collection of new cookies. In this case, the Cookie Banner and this Cookie Policy will be updated as soon as reasonably practicable and in accordance with applicable law.

Thus, TrueData reserves the right to update this Cookie Policy at any time to adapt it in the event of changes to our website and the cookies being collected.

5. CONTACT TRUEDATA

To learn more about how we handle your personal data, read our [statement on privacy](#).

If you have any questions regarding our Cookie Policy or our privacy practices, or about TrueData generally, you can contact us by any of the following methods:

Via email:

privacy@truedata.co

Via regular mail at the following address:

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c/o TrueData Privacy Office
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Chicago, IL 60611