



Asset Imperial Ltd  
Registered in the Switzerland under company number 369197 and is authorized and regulated by the Swiss-based Civil law system. Registered office is at Schiffplände 26, 8001 Zürich, Switzerland for United Kingdom Contact numbers: +447520693731; BEL: +32466904511; +32466904512 Website: <https://assetimperial.com/> Mail: [support@assetimperial.com](mailto:support@assetimperial.com)

## Privacy and Cookie Policy

### About this cookie policy

This Cookie Policy explains what cookies are and how we use them. You should read this policy to understand what cookies are, how we use them, the types of cookies we use i.e, the information we collect using cookies and how that information is used and how to control the cookie preferences. For further information on how we use, store and keep your personal data secure, see our Privacy Policy. You can change or withdraw your consent from the Cookie Declaration on our website at any time. Learn more about who we are, how you can contact us and how we process personal data from our Privacy Policy.

### What are cookies?

Cookies are small text files that are used to store small pieces of information. Cookies get stored on your device whenever the website is getting loaded in your browser. These cookies help us make the website function properly, make the website more secure, provide better user experience and understand how the website performs. Cookies are also needed to analyze how the website works and where it needs improvement.

### How do we use cookies?

As most of the online services, our website uses first-party and thirdparty cookies for a number of purposes. First-party cookies are mostly necessary for the website to function the right way and they do not collect any of your personally identifiable data. Third-party cookies used on our website are mainly used for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you and, all in all, providing you with a better and improved user experience and helping to speed up your future interactions with our website.

### What types of cookies do we use?

**Essential:** Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to log-in to your account and add products to your cart and checkout securely.

**Statistics:** These cookies store information like the number of visitors of the website, the number of unique visitors, which pages of the website have been visited, the source of the visit etc. This data helps us understand and analyze how well the website performs and where it needs improvement.

**Marketing:** Our website displays advertisements. These cookies are used to personalize the advertisements we show to you to make them meaningful to you. These cookies also help us keep track of the efficiency of these ad campaigns. **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. The information stored in these cookies may also be used by the thirdparty ad providers to show you ads from



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other websites in the browser as well.



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**Functional:** These are the cookies that help certain non-essential functionalities on our website. These functionalities include embedding content like videos or sharing contents on the website or on social media platforms.

**Preferences:** These cookies help us store your settings and browsing preferences (like language preferences), so that you could have a better and more efficient experience during future visits to the website. Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance/targeting cookies: Google Analytics, Facebook, Twitter, Instagram, LinkedIn.

**Cookies that we use:** Necessary

Necessary cookies help us to make the website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies. Information we collect about you We collect your personal information in the following ways: – when you order goods or services from us; when you contact us by telephone or by sending us an enquiry through our “Contact Us” page; when you instruct us to provide legal services to you; or, if you sign up to our newsletter service, you will have to provide us with personal information such as your name, email address and telephone number.

All of this information is necessary for us to have in order to be able to provide you with goods or services that you have requested or to respond to your query. In connection with providing legal services to you and your organization, you may have to disclose sensitive personal information to us (which is: information about your racial or ethnic origins, political opinions, religious beliefs, Trade Union activities, physical or mental health, sexual life or details of criminal offences or genetic or biometric data). We only process sensitive personal information when it is necessary to provide our legal services to you and to enable you and your organization to fulfill your legal obligations.

Information about other people that you may have to provide to us In some cases, you may have to provide us with personal information about other individuals. You must ensure that you have obtained the relevant consent of the person concerned, and that the person is aware of the reason for the disclosure. We do not collect, store or process payment details. Website usage information may also be collected using cookies.

### **How we use the information we collect from you**

We use your personal information in a number of ways: –

- to process your online order
- in case if you have sent us an enquiry, we will use your details to contact you to discuss your query
- to provide financial services to you and your organization as instructed by you or your organization
- to manage the account you have with us
- to undertake identity verification checks



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- to comply with our obligations
- to communicate with you regarding legal developments
- to send you newsletters or other email communications