Cookie Policy

BUYEASY · Last updated 2026-02-27

COOKIE POLICY

Effective Date: February 27, 2026

This Cookie Policy explains how BuyEasy Technologies Limited ("BUYEASY", "we", "us", or "our") uses cookies and similar tracking technologies on our website (www.buyeasy.app) and services.

1. WHAT ARE COOKIES?

Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit a website. They help websites remember your preferences, improve functionality, and analyze usage patterns.

Types of Cookies

Session Cookies: Temporary cookies that expire when you close your browser.

Persistent Cookies: Cookies that remain on your device for a set period or until you delete them.

First-Party Cookies: Set by BUYEASY directly.

Third-Party Cookies: Set by external services we use (analytics, advertising, etc.).

2. WHY WE USE COOKIES

We use cookies to:

- Enable essential website functionality
- Remember your preferences and settings
- Authenticate and secure your Account
- Analyze website traffic and usage patterns
- Improve user experience and performance
- Deliver personalized content and advertising
- Comply with legal and regulatory requirements

3. TYPES OF COOKIES WE USE

3.1 Strictly Necessary Cookies

These cookies are essential for the website to function and cannot be disabled.

Cookie Name	Purpose	Duration	Type
buyeasy_session	Maintains your login session and authentication state	Session	First-party
buyeasy_csrf	Protects against cross-site request forgery attacks	Session	First-party
buyeasy_consent	Stores your cookie consent preferences	1 year	First-party
buyeasy_locale	Remembers your language and region preferences	1 year	First-party

3.2 Performance and Analytics Cookies

These cookies help us understand how visitors use our website.

Cookie Name	Purpose	Duration	Type
_ga	Google Analytics — tracks unique visitors	2 years	Third-party
_ga_*	Google Analytics — stores session state	2 years	Third-party
_gid	Google Analytics — distinguishes users	24 hours	Third-party
_gat	Google Analytics — throttles request rate	1 minute	Third-party
buyeasy_analytics	Internal analytics and usage tracking	1 year	First-party

3.3 Functional Cookies

These cookies enable enhanced functionality and personalization.

Cookie Name	Purpose	Duration	Type
buyeasy_dashboard_prefs	Stores dashboard layout and display preferences	1 year	First-party
buyeasy_currency_pref	Remembers your preferred currency display	1 year	First-party
buyeasy_timezone	Stores your timezone for accurate transaction timestamps	1 year	First-party

3.4 Marketing and Advertising Cookies

These cookies are used to deliver relevant advertisements (requires your consent).

Cookie Name	Purpose	Duration	Type
_fbp	Facebook Pixel — tracks conversions and retargeting	3 months	Third-party
_gcl_au	Google Ads — measures ad performance	3 months	Third-party
buyeasy_campaign	Tracks marketing campaign attribution	30 days	First-party

4. THIRD-PARTY COOKIES

We use the following third-party services that may set cookies:

4.1 Google Analytics

Purpose: Website traffic analysis and user behavior insightsProvider: Google LLCPrivacy Policy: https://policies.google.com/privacyOpt-out: https://tools.google.com/dlpage/gaoptout

4.2 Google Ads

Purpose: Advertising and conversion trackingProvider: Google LLCPrivacy Policy: https://policies.google.com/privacyOpt-out: https://adssettings.google.com

4.3 Facebook Pixel

Purpose: Ad targeting and conversion measurementProvider: Meta Platforms, Inc.Privacy Policy: https://www.facebook.com/privacy/policyOpt-out: https://www.facebook.com/settings?tab=ads

4.4 Calendly

Purpose: Meeting scheduling functionalityProvider: Calendly LLCPrivacy Policy: https://calendly.com/privacy

5. HOW TO MANAGE COOKIES

5.1 Cookie Consent Manager

When you first visit our website, you will see a cookie consent banner. You can:

- Accept all cookies
- Accept only necessary cookies
- Customize your preferences

To change your preferences later, click the "Cookie Settings" link in the footer.

5.2 Browser Settings

You can control cookies through your browser settings:

Chrome:

1. Settings ’ Privacy and security ’ Cookies and other site data

2. Choose your preferred option

Firefox:

1. Settings ’ Privacy & Security ’ Cookies and Site Data

2. Choose your preferred option

Safari:

1. Preferences ’ Privacy ’ Cookies and website data

2. Choose your preferred option

Edge:

1. Settings ’ Cookies and site permissions ’ Cookies and site data

2. Choose your preferred option

5.3 Mobile Devices

iOS:

Settings ’ Safari ’ Block All Cookies

Android:

Chrome app ’ Settings ’ Site settings ’ Cookies

5.4 Opt-Out Tools

You can opt out of targeted advertising through:

- Digital Advertising Alliance: http://optout.aboutads.info
- Network Advertising Initiative: http://optout.networkadvertising.org
- European Interactive Digital Advertising Alliance: http://www.youronlinechoices.eu

6. IMPACT OF DISABLING COOKIES

6.1 Necessary Cookies

If you disable necessary cookies:

- You will not be able to log in to your Account
- Essential functionality will not work
- Security features may be compromised

6.2 Performance Cookies

If you disable performance cookies:

- We cannot improve the website based on usage data
- You may still experience technical issues that could have been prevented

6.3 Functional Cookies

If you disable functional cookies:

- Your preferences will not be saved
- You may need to re-enter information on each visit
- Personalization features will not work

6.4 Marketing Cookies

If you disable marketing cookies:

- You will still see advertisements, but they will not be personalized
- We cannot measure the effectiveness of our marketing campaigns

7. OTHER TRACKING TECHNOLOGIES

In addition to cookies, we may use:

7.1 Web Beacons (Pixels)

Small transparent images embedded in emails or web pages to track:

- Email open rates
- Link clicks
- Page views

7.2 Local Storage

Browser storage mechanisms to:

- Cache data for faster performance
- Store user preferences
- Enable offline functionality

7.3 Device Fingerprinting

Technical information about your device to:

- Detect fraud
- Prevent unauthorized access
- Enhance security

8. DO NOT TRACK SIGNALS

Some browsers offer "Do Not Track" (DNT) signals. Currently, there is no industry standard for responding to DNT signals. We do not alter our data collection practices in response to DNT signals, but you can manage cookies through the methods described in Section 5.

9. UPDATES TO THIS POLICY

We may update this Cookie Policy from time to time to reflect:

- Changes in our cookie usage
- New technologies or services
- Legal or regulatory requirements

We will notify you of material changes by:

- Posting the updated policy on our website
- Displaying a notice on the cookie consent banner
- Sending email notification (for significant changes)

Your continued use of our website after changes take effect constitutes acceptance of the updated policy.

10. CONTACT US

If you have questions about our use of cookies or this Cookie Policy:

Data Protection Officer:Email: privacy@buyeasy.appAddress: 2 Robert Speck Pkwy, Suite 750, Mississauga, ON L4Z 1H8, Canada

General Support:Email: info@buyeasy.appWebsite: www.buyeasy.appPhone: +1 343 883 3504

Company Information:Company Name: BuyEasy Technologies LimitedRegistration Number: 1500317-2Jurisdiction: Canada

11. COOKIE CONSENT RECORD

By using our website, you acknowledge that:

- You have read and understood this Cookie Policy
- You consent to our use of cookies as described
- You can withdraw or modify your consent at any time through cookie settings

Last Updated: February 27, 2026