Health-Upp Cookie Policy

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Introduction

Our website uses cookies to help analyze how users use the site and to help us improve our service. This allows us to continue our mission to unlock human potential by building technology that translates complex science into personalized nutrition practices using tailored Carb matching, live energy management, tailored energy and macronutrient recommendations, as well as intelligent coaching and carefully crafted recipes. Below you will find out all the information about how we use cookies. If you want to find out more about how we deal with your personal data, then please see our Privacy Policy.

We are committed to protecting your right to privacy and respecting your rights, and if you think we ever fall short of this then please do get in touch and let us know and we will be happy to deal with your enquiries.

What Is A Cookie?

A cookie is a text file that is stored on your computer or mobile device by a website's server, if you agree. Only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to your web browser. It will contain anonymous information such as a unique identifier and the site name.

Further information on cookies should be available in the help pages of your browser, and most browsers will recognize when a cookie is offered and allow users to control how and when they are accepted. However, you should be aware that if you choose to decline cookies, you may not be able to fully experience all of the features of the Health-Upp website, and other websites that you choose to visit.

How Does Health-Upp Use Cookies?

Our website uses cookies that are strictly necessary to enable you to move around the site or to provide certain basic features. We use cookies to provide better functionality of the website by storing your preferences, for example. We also use cookies to help us to improve the performance of our website to provide you with a better user experience.

The information we collect using cookies is anonymous. We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any personally identifiable information of visitors to our site or associate your IP address with any other data held about you. We will not associate any data gathered from this site with any personally identifiable information from any source, unless you explicitly submit that information via a fill-in form on our website.

We May Use The Following Types Of Cookies On Our Website:

Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

Analytical/performance 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 to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies. These are used to recognize you when you return to our software products. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting cookies. These cookies record a user's visit to a website, the individual pages visited and the links followed. If the cookie is set by a third party (for example, an advertising network) which also monitors traffic on other websites, this type of cookies may also be used to track a user's movements across different website and to create profiles of their general online behavior. Information collected by tracking cookies is commonly used to serve users with targeted online advertising.

What Are The Specific Cookies That Health-Upp Uses?

As well as some Health-Upp specific cookies we list our below, our website uses Google Analytics, which allows us to recognize and count the number of visitors to our site and to see how visitors move around the site when they are using it. The information generated by the cookie about your use of the website, including IP address, is transmitted to Google. This information is then used to evaluate your use of the website and to compile statistical reports on website activity for Health-Upp but more information can be found by visiting Google here.

Strictly necessary cookies

Log in_SessionId

This cookie is required to determine the Log in session that is in use. These are temporary cookies used in our websites and application, which helps us identify users, track their activity on specific pages to provide better user experiences. It may also contain details such as your customer name, company name, and email address. These cookies get deleted automatically as soon as you close your browser or leave your session on the platform. Session cookies and similar technologies may be used in our website and application in future as well, to improve its quality and to be able to offer you certain features of our application. Cookies which can improve the website and user experience

__utma

This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. Google Analytics uses the information from this cookie to calculate things like Days and Visits to purchase.

__utmb& __utmc

The B and C cookies are brothers, working together to calculate how long a visit takes. __utmb takes a timestamp of the exact moment in time when a visitor enters a site, while __utmc takes a timestamp of the exact moment in time when a visitor leaves a site. __utmb expires at the end of the session. __utmc waits 30 minutes, and then it expires. You see, __utmc has no way of knowing when a user closes their browser or leaves a website, so it waits 30 minutes for another page view to happen, and if it doesn't, it expires.

__utmx& __utmxx

This cookie is used by Website Optimizer and only set when the Website Optimizer tracking code is installed and correctly configured for your pages. When the optimizer script executes, this cookie stores the variation this visitor is assigned to for each experiment, so the visitor has a consistent experience on your site.

__utmz

__utmz keeps track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where they were in the world when you accessed a website. It expires in 15,768,000 seconds – or, in 6 months. This cookie is how Google Analytics knows to whom and to what source / medium / keyword to assign the credit for a Goal Conversion or an Ecommerce Transaction. __utmz also lets you edit its length with a simple customization to the Google Analytics Tracking code.

Cookies which can be used to target or retarget

Facebook Pixel

This cookie keeps track of visitors from Facebook and Instagram to the site and tracks their interaction with the site. You can learn more about it here.

LinkedIn Insight Tag

This cookie keeps track of visitors from LinkedIn to the site and tracks their interaction with the site. You can learn more about it here.

Twitter Universal Website Tag

This cookie keeps track of visitors from Twitter to the site and tracks their interaction with the site. You can learn more about it here.

What if I don't want cookies?

You can restrict or block web browser cookies which are set on your device through your browser settings. You can be notified when cookies are sent to your browser, or you can refuse cookies completely. You can also delete existing cookies. The Help function of your browser will tell you how to do this. You can visit www.aboutcookies.org for further information about disabling cookies.

For further information about cookies, visit the Interactive Advertising Bureau (www.iab.net), an industry body that develops standards and guidelines to support online business processes. It has produced a series of web pages that explain how cookies work and how they can be managed.

What if I have any questions?

We hope that we have shared with you all the information you need, but in the event that we haven't, or if you have any questions then please do not hesitate to contact us on **info@health-upp.com**