

Cookies and Tracking Policy Live Mindfully Retreats

Our website uses cookies and similar tracking technologies to enhance your Browse experience, analyze website traffic, personalize content and ads, and understand where our visitors are coming from.

- **What are cookies?** Cookies are small text files that are placed on your device by websites that you visit. They are widely used to make websites work more efficiently, as well as to provide information to the owners of the site.
- **How we use cookies:** We use cookies for:
 - **Strictly Necessary Cookies:** Essential for the website to function (e.g., to remember your consent preferences).
 - **Analytical/Performance Cookies:** To analyze how visitors use our website and monitor website performance (e.g., Google Analytics).
 - **Functionality Cookies:** To remember your choices and personalize your experience.
 - **Targeting/Advertising Cookies:** To deliver relevant advertisements to you on other platforms (e.g., Google Ads, Meta Pixel/Facebook Pixel).
- **Your Cookie Choices:** When you first visit our website, you will be presented with a cookie consent banner, allowing you to accept or decline different categories of cookies (except strictly necessary ones). You can also configure your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies.

13. Third-Party Advertising (Google Ads and Meta Ads)

We utilize Google Ads and Meta Ads (Facebook/Instagram Ads) for advertising our retreats. This involves using tracking pixels and cookies provided by these platforms to:

- **Measure the effectiveness of our advertising campaigns:** Understand how many people clicked on our ads and made a booking or signed up for our newsletter.
- **Create custom audiences for remarketing:** Show ads to people who have visited our website before.
- **Build lookalike audiences:** Find new potential customers who have similar interests to our existing customers.

Your data processed for these purposes is pseudonymized or aggregated. You can manage your ad preferences on Google and Meta platforms directly:

- **Google Ad Settings:** <https://myadcenter.google.com/>
- **Meta Ad Preferences:** <https://www.facebook.com/adpreferences/>

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be posted on our website with the "Last Updated" date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.