

# Privacy Policy

**Effective Date:** 14.02.25

## 1. Introduction

Welcome to Platform. Your privacy is important to us, and this Privacy Policy explains how we collect, use, and protect your information when you visit our website, [platformwhitecity.com](https://platformwhitecity.com). By using the Website, you agree to the collection and use of information in accordance with this Privacy Policy.

## 2. Information We Collect

When you visit our Website, we may collect the following types of information:

### a. Automatically Collected Information

We use **Google Analytics** to track and analyse how visitors use our Website. This may include:

- Your IP address (anonymised where possible)
- Browser type and version
- Device type
- Operating system
- Referral source (e.g., how you arrived at our Website)
- Pages you visit and time spent on each page
- Clicks, scrolls, and interactions with the Website

This data is collected **anonymously** and does not personally identify you.

## 3. How We Use Your Information

The information collected through Google Analytics is used to:

- Improve Website performance and user experience
- Analyse traffic patterns and trends
- Monitor and enhance Website security
- Optimise content and marketing strategies

## 4. Cookies and Tracking Technologies

We use cookies to collect information for **Google Analytics**. For more details, please see our **Cookie Policy** below.

## 5. Third-Party Services

Our Website uses **Google Analytics**, a web analytics service provided by Google Inc. Google may process and store data outside your country of residence. You can learn more about how Google handles your data by reviewing their [Privacy Policy](#).

If you want to **opt out** of Google Analytics tracking, you can install the **Google Analytics Opt-out Browser Add-on** ([link](#)).

## 6. Data Protection and Security

We take appropriate security measures to protect your data from unauthorised access or disclosure. However, no online data transmission is 100% secure.

## 7. Your Rights

Depending on your location, you may have the following rights:

- **Access & Correction** – Request access to or correction of your personal data.
- **Deletion** – Request the deletion of your personal data.
- **Opt-Out** – Disable cookies or tracking technologies (see Cookie Policy).

To exercise these rights, please contact us at [help@urw.com](mailto:help@urw.com)

## 8. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

## 9. Contact Us

If you have any questions about this Privacy Policy, you can contact us at:

**Email:** [help@urw.com](mailto:help@urw.com)

**Address:** Ariel Way, London. W12 7GF

# Cookie Policy

**Effective Date:** 14.02.25

## 1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help improve your browsing experience and collect analytics data.

## 2. How We Use Cookies

We use cookies **only for Google Analytics** to:

- Analyse how visitors use our Website
- Improve Website performance
- Understand user behavior

## 3. Types of Cookies We Use

### a. Analytics Cookies (Google Analytics)

These cookies help us track visitor activity on our Website. The data collected is anonymous and used for statistical purposes. Examples include:

- **\_ga** (Used to distinguish users, expires after 2 years)
- **\_gid** (Used to distinguish users, expires after 24 hours)
- **\_gat** (Used to throttle request rate, expires after 1 minute)

For more details, visit [Google's Cookie Policy](#).

## 4. How to Manage Cookies

You can manage or disable cookies in your browser settings:

- **Google Chrome:** [link](#)
- **Mozilla Firefox:** [link](#)
- **Microsoft Edge:** [link](#)
- **Safari:** [link](#)

You can also **opt out of Google Analytics** by installing the [Google Analytics Opt-out Add-on](#).

## **5. Accepting or Rejecting Cookies**

When you visit our Website, you will be presented with a cookie banner giving you the option to accept or reject cookies. You can make your choice by selecting the appropriate option on the banner. Please note:

- If you choose to accept cookies, analytics cookies will be enabled to help us improve our Website.
- If you choose to reject cookies, no analytics cookies will be placed on your device, but essential cookies required for basic Website functionality may still be used.

You can change your preferences at any time through your browser settings or by revisiting the cookie banner.

## **6. Changes to This Policy**

We may update this Cookie Policy. Any changes will be posted here with an updated effective date.

## **7. Contact Us**

If you have questions about our use of cookies, contact us at [help@urw.com](mailto:help@urw.com)