



# COOKIE POLICY

At MiddleMan, we are committed to providing you with transparency about how we use cookies and similar technologies on our app. This Cookie Policy explains what cookies are, how we use them, and your choices regarding their use.

## **What Are Cookies?**

Cookies are small text files stored on your device (computer, smartphone, tablet) when you access and interact with our app. Cookies collect and store information about your usage patterns, preferences, and devices to enhance your experience and optimize our services.

## **How We Use Cookies**

We use cookies to:

- Enhance functionality: Remember your preferences, such as language and region settings, to provide a seamless user experience.
- Analyze performance: Understand how users interact with our app to improve usability and functionality.
- Deliver personalized content: Provide relevant content, offers, and advertisements tailored to your interests.
- Secure your data: Ensure the app operates securely and efficiently.

## **Types of Cookies We Use**

### 1. Essential Cookies:

- These cookies are critical to the functioning of our app. They enable core features like account access, secure transactions, and navigation. Without these cookies, the app may not perform as intended

### 2. Performance Cookies:

- These cookies collect anonymous data about how you interact with our app. They help us identify areas for improvement by analyzing features like page load times, navigation patterns, and error messages.

### 3. Functional Cookies:

- Functional cookies enable us to remember your settings and preferences, such as login credentials or display preferences. These cookies enhance your overall experience by personalizing your interaction with the app.

### 4. Advertising Cookies:

- Advertising cookies allow us to show you tailored advertisements based on your interests and browsing behavior. They may also track ad performance to ensure relevance.

## **Third-Party Cookies**

We may use third-party cookies from trusted partners, such as analytics providers (e.g., Google Analytics) or advertising networks, to help us deliver a better user experience and understand your needs. These partners are obligated to handle your information in compliance with applicable privacy laws.

## **Managing Cookies**

You can manage or disable cookies through your browser or device settings. Please note that disabling some cookies may limit your ability to use certain features of the app. For more information on how to control cookies, visit the help section of your browser.

## **Changes to This Policy**

We reserve the right to update this Cookie Policy to reflect changes in technology, legal requirements, or our business practices. Any updates will be posted in the app or on our website, and your continued use of the app constitutes acceptance of the updated policy.

## **Contact Us**

For any questions or concerns regarding this Cookie Policy, please contact us at [info@middleman.online](mailto:info@middleman.online).