

COOKIE POLICY

1. INTRODUCTION

This Cookie Policy explains how AI Takes Axion Ltd uses cookies and similar technologies on our website at aitakesaxion.com. We use cookies in accordance with the UK GDPR and the Privacy and Electronic Communications Regulations (PECR).

2. WHAT ARE COOKIES?

Cookies are small text files placed on your device when you visit a website. They are used to make websites function properly, improve user experience, and provide information to website operators.

3. TYPES OF COOKIES WE USE

Strictly Necessary

Essential for website operation — security, navigation, and access to secure areas. Do not require consent.

Performance & Analytics

Collect anonymised data on pages visited, time spent, and traffic sources to improve website performance.

Functional

Enable enhanced functionality and personalisation such as remembering preferences.

Marketing & Tracking

Track user behaviour to deliver relevant advertising and measure marketing effectiveness. May include third-party platforms.

4. THIRD-PARTY COOKIES

We may use cookies from Google Analytics, Meta/Facebook, Google Ads, and GoHighLevel. These third parties collect and process data in accordance with their own privacy policies.

5. LEGAL BASIS

Strictly necessary cookies: legitimate interest. All other cookies: user consent via our cookie banner.

6. MANAGING PREFERENCES

You can accept or reject cookies via our cookie banner, or adjust your browser settings. Note that disabling certain cookies may affect functionality.

7. GOVERNING LAW

This Policy is governed by the laws of England and Wales.