

Cookie Policy

Effective Date: 24-06-2025

Last Updated: 24-06-2025

1. Introduction

This Cookie Policy explains how Rootz ("we," "our," or "us") uses cookies and similar tracking technologies on our website <https://www.rootz.website> and related services. This policy should be read together with our Privacy Policy.

By using our website and services, you consent to the use of cookies as described in this policy. If you do not agree to our use of cookies, you should set your browser settings accordingly or not use our website.

2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, tablet) when you visit a website. They are widely used to make websites work more efficiently and to provide information to website owners.

Cookies contain information that is transferred to your device's hard drive. They help us recognize your browser and capture certain information about your preferences and usage patterns.

3. Types of Cookies We Use

3.1 Essential Cookies

These cookies are necessary for our website to function properly and cannot be switched off. They are usually set in response to actions you take, such as:

- Logging into your account
- Setting privacy preferences
- Filling in forms
- Processing referral links

Examples:

- Session authentication cookies
- Security cookies
- Load balancing cookies
- Cookie consent preferences

3.2 Performance and Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. They help us improve our website performance and user experience.

What they track:

- Pages visited and time spent
- Bounce rates and user flow
- Popular content and features
- Error messages and technical issues
- Referral source tracking

Third-party providers:

- Google Analytics
- Adobe Analytics
- Hotjar (for heatmaps and user sessions)

3.3 Functional Cookies

These cookies enable enhanced functionality and personalization. They may be set by us or by third-party providers whose services we use on our pages.

Functions they enable:

- Remembering your preferences and settings
- Providing personalized content
- Enabling social media features
- Live chat functionality
- Language and region settings

3.4 Referral Tracking Cookies

These cookies are essential for our cashback referral program and help us track referral relationships and purchases.

What they track:

- Referral link clicks and sources
- User attribution across the 3-level referral system
- Purchase tracking for cashback calculations
- Affiliate and partner merchant tracking
- Campaign performance metrics

Duration: These cookies may remain active for up to 90 days to ensure proper attribution of purchases and referrals.

3.5 Advertising and Marketing Cookies

These cookies track your browsing habits and are used to deliver advertisements that are relevant to you and your interests. They also help measure the effectiveness of advertising campaigns.

What they enable:

- Targeted advertising based on interests
- Retargeting campaigns
- Social media advertising
- Email marketing optimization
- Conversion tracking

Third-party providers:

- Google Ads
- Facebook Pixel
- LinkedIn Insight Tag
- Twitter Conversion Tracking

4. How We Use Cookies

4.1 Website Functionality

- Maintain your login sessions
- Remember your preferences and settings
- Provide personalized user experience
- Enable core website features

4.2 Referral Program Operations

- Track referral link clicks and conversions
- Attribute purchases to the correct referral levels
- Calculate cashback earnings accurately
- Prevent fraud and duplicate referrals
- Monitor program performance

4.3 Analytics and Improvement

- Analyze website traffic and user behavior

- Identify popular features and content
- Optimize website performance
- Understand user journey and conversion paths
- A/B testing of features and layouts

4.4 Marketing and Communication

- Deliver targeted advertisements
- Retarget website visitors
- Measure marketing campaign effectiveness
- Personalize email communications
- Social media integration

5. Third-Party Cookies

We work with various third-party service providers who may set cookies on our website:

5.1 Analytics Providers

- **Google Analytics:** Website traffic analysis and user behavior tracking
- **Hotjar:** User session recordings and heatmap analysis
- **Adobe Analytics:** Advanced user journey tracking

5.2 Advertising Partners

- **Google Ads:** Conversion tracking and remarketing
- **Facebook:** Custom audiences and conversion tracking
- **LinkedIn:** Professional network advertising
- **Twitter:** Social media advertising and tracking

5.3 Merchant Partners

- Partner retailers may set cookies to track purchases made through referral links
- These cookies are essential for cashback calculation and attribution
- Each partner has their own cookie policies

5.4 Payment Processors

- PayPal, Stripe, and other payment providers may set cookies during payment processing
- These cookies ensure secure transaction processing

6. Cookie Duration

Cookies are set for different durations based on their purpose:

6.1 Session Cookies

- Deleted when you close your browser
- Used for essential website functions and security

6.2 Persistent Cookies

- **Short-term:** 1-30 days (functional preferences)
- **Medium-term:** 30-90 days (referral tracking)
- **Long-term:** 1-2 years (analytics and advertising)

6.3 Referral Tracking Cookies

- Standard duration: 30-90 days
- Ensures proper attribution of purchases to referrals
- May be extended for high-value transactions

7. Managing Your Cookie Preferences

7.1 Cookie Consent Banner

When you first visit our website, you'll see a cookie consent banner allowing you to:

- Accept all cookies
- Reject non-essential cookies
- Customize your cookie preferences
- Access this cookie policy

7.2 Browser Settings

You can control cookies through your browser settings:

Google Chrome:

1. Settings → Privacy and security → Cookies and other site data
2. Choose your preferred cookie settings

Mozilla Firefox:

1. Options → Privacy & Security → Cookies and Site Data
2. Manage exceptions and clear data

Safari:

1. Preferences → Privacy → Manage Website Data
2. Block or manage cookies

Microsoft Edge:

1. Settings → Cookies and site permissions
2. Manage and delete cookies

7.3 Cookie Preference Center

You can update your cookie preferences at any time by:

- Clicking "Cookie Preferences" in our website footer
- Accessing your account settings
- Using the cookie management tool on our website

7.4 Opt-Out Tools

For advertising cookies, you can opt out using:

- Google Ads Settings: <https://adssettings.google.com>
- Facebook Ad Preferences: <https://www.facebook.com/settings/?tab=ads>
- Digital Advertising Alliance: <http://optout.aboutads.info>
- Network Advertising Initiative: <http://optout.networkadvertising.org>

8. Impact of Disabling Cookies

8.1 Essential Functions

Disabling essential cookies will affect:

- Login functionality
- Account security
- Website performance
- Form submissions

8.2 Referral Program

Disabling referral tracking cookies will affect:

- Proper attribution of referrals
- Cashback calculation accuracy
- Commission tracking
- Program analytics

8.3 User Experience

Disabling functional cookies will affect:

- Personalized content
- Saved preferences
- Social media features
- Customer support tools

8.4 Analytics and Marketing

Disabling these cookies will affect:

- Website improvement efforts
- Targeted advertising
- Marketing campaign effectiveness
- Personalized communications

9. Updates to This Policy

We may update this Cookie Policy from time to time to reflect:

- Changes in our cookie usage
- New features or services
- Legal or regulatory requirements
- Feedback from users

When we make significant changes, we will:

- Update the "Last Updated" date
- Notify you via email or website banner
- Request renewed consent where required

10. International Transfers

Some of our third-party service providers may transfer and process cookie data outside your country of residence. We ensure appropriate safeguards are in place for such transfers, including:

- Adequacy decisions
- Standard contractual clauses
- Privacy Shield certification (where applicable)
- Other appropriate safeguards

11. Your Rights

Under applicable privacy laws, you have rights regarding cookies and tracking:

11.1 Right to Information

- Understanding what cookies are used
- Knowing the purpose of each cookie
- Information about data sharing

11.2 Right to Control

- Accepting or rejecting cookies
- Withdrawing consent at any time
- Managing cookie preferences

11.3 Right to Object

- Objecting to profiling and automated decision-making
- Opting out of marketing cookies
- Requesting deletion of cookie data

12. Contact Information

If you have questions about our use of cookies, please contact us:

Email: rootz@rootz.website
Subject Line: "Cookie Policy Question"
Website: <https://www.rootz.website>

For specific cookie-related requests or concerns, please include:

- The type of cookies you're asking about
- Your browser and device information
- Any specific issues you're experiencing

13. Definitions

Cookie: A small text file stored on your device by a website
Session Cookie: Temporary cookie deleted when browser is closed
Persistent Cookie: Cookie that remains on device for a set period
First-Party Cookie: Cookie set by the website you're visiting
Third-Party Cookie: Cookie set by a domain other than the one you're visiting
Tracking: Monitoring user behavior across websites or time

Cookie Summary Table

Cookie Type	Purpose	Duration	Can be Disabled
Essential	Website functionality	Session/30 days	No
Performance	Analytics and improvement	1-2 years	Yes
Functional	Enhanced features	30 days-1 year	Yes
Referral Tracking	Program attribution	30-90 days	Limited*
Marketing	Advertising and targeting	1-2 years	Yes

*Disabling referral tracking cookies may affect your ability to earn cashback rewards.

This Cookie Policy is effective as of the date listed above and applies to all cookies used on the Rootz website and services.