

Cookie Policy for BIMI Certifications

Last updated: May 5, 2025

This Cookie Policy explains how Brand Indicators, LLC ("we", "us", or "our") uses cookies and similar technologies on our website www.bimicertifications.com. This policy provides you with clear and comprehensive information about the cookies we use and the purposes for which we use them. By continuing to use our website, you are agreeing to our use of cookies as described in this policy.

What Are Cookies?

Cookies are small text files that are stored on your device (computer, tablet, or mobile) when you visit websites. They are widely used to make websites work more efficiently, provide a better browsing experience, and give website owners information about how visitors use their site. Cookies cannot harm your device or access other information on your device.

Types of Cookies We Use

We use the following types of cookies on our website:

Essential Cookies

These cookies are necessary for the website to function properly and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not function properly if you do so.

Analytics Cookies



Privacy policy

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Functionality Cookies

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages. If you do not allow these cookies, some or all of these services may not function properly.

Marketing Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites. They do not directly store personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Specific Cookies We Use

Google Analytics

We use Google Analytics to understand how visitors interact with our website. These cookies collect information about your use of our website, including your IP address, browser type, time spent on pages, and pages visited. This data is used to analyze website usage and improve our services. You can opt out of Google Analytics by installing the [Google Analytics Opt-out Browser Add-on](#).

HubSpot



Privacy policy

We use HubSpot for marketing automation, form submissions, and customer relationship management. HubSpot cookies help us track visitor interactions and collect information about how visitors use our website. This allows us to improve our website and services and provide personalized experiences.

Meta Pixel (Facebook)

The Meta Pixel helps us measure the effectiveness of our advertising, understand the actions people take on our site, and reach audiences through Meta platforms (Facebook, Instagram). It collects data about your browsing session and links it to a Meta advertising profile.

X Pixel (Twitter)

The X Pixel allows us to measure the effectiveness of our advertising on X (formerly Twitter) and retarget website visitors with relevant ads. It collects information about your visit to our website and actions you take.

Cookie Duration

Cookies on our website may be session cookies (temporary cookies that are erased when you close your browser) or persistent cookies (cookies that remain on your device for a set period or until you delete them). The duration of persistent cookies varies depending on their purpose:

- Essential cookies: Most are session cookies, though some may persist for up to 2 years
- Analytics cookies: Typically 1-2 years
- Functionality cookies: Usually 1 year
- Marketing cookies: Typically 30-90 days, though some may persist for up to 2 years

Third-Party Cookies

Some cookies are placed by third parties on our website. We do not control the operation of these cookies. The third parties involved include:

- Google (Analytics, Ads)
- HubSpot
- Meta (Facebook)
- X (Twitter)

These third parties may use cookies, pixel tags, and similar technologies to collect information about your use of our website and other websites. This information may be used to provide measurement services, targeted ads, and as otherwise described in their respective privacy policies.

Your Cookie Choices

Browser Settings

Most web browsers allow you to control cookies through their settings. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can:

- Delete all cookies that are already on your device
- Set most browsers to prevent them from accepting new cookies
- Have the browser notify you when you receive a new cookie
- Disable cookies altogether

Please note that if you choose to disable cookies, some features of our website may not function properly.

Cookie Consent Tool

We provide a cookie consent management tool on our website that allows you to select your cookie preferences when you first visit our site. You can change these preferences at any time by clicking on the "Cookie Settings" link in the footer of our website.



Privacy policy

Opt-Out Options for Specific Services

- Google Analytics: Install the [Google Analytics Opt-out Browser Add-on](#)
- Meta (Facebook): Adjust your ad preferences in your Facebook account settings or through the [Digital Advertising Alliance](#)
- X (Twitter): Adjust your personalization and data settings in your Twitter account or through the [Digital Advertising Alliance](#)
- HubSpot: Opt out via the unsubscribe link in emails or by contacting us directly

Do Not Track Signals

Some browsers have a "Do Not Track" feature that signals to websites that you visit that you do not want to have your online activity tracked. Our website responds to "Do Not Track" signals as required by applicable law.

Data Retention

Cookie information is retained in accordance with our Privacy Policy's data retention practices. Generally, we retain cookie data for up to two years maximum, or earlier if there is no need for it (specifically, 90 days after it becomes "stale").

Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, regulation, or our business practices. Any changes will be posted on this page with an updated "Last updated" date. We encourage you to check this page periodically for any changes.

Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us:

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