

Cookie Policy

Last updated: 14 July 2026

This Cookie Policy explains how EMMV International Ltd, trading as Platinum Ads ("we", "us", "our"), uses cookies and similar technologies on platinumads.com (the "Site"). It should be read alongside our Privacy Policy.

1. What cookies are

Cookies are small text files placed on your device when you visit a website. Similar technologies (such as pixels, tags, web beacons, and local storage) work in comparable ways. In this policy, "cookies" refers to all of these.

Cookies may be session cookies (deleted when you close your browser) or persistent cookies (remain on your device for a set period or until you delete them). Retention periods for each cookie are set out in the cookie inventory in Section 4.

2. Legal basis for using cookies

We use cookies in accordance with the UK Privacy and Electronic Communications Regulations (PECR) and, where applicable, the EU ePrivacy Directive and the UK GDPR / EU GDPR.

Strictly necessary cookies are set on the basis of our legitimate interest in operating the Site and do not require your consent.

All other cookies (analytics, functional, marketing/advertising) are set only with your prior consent.

3. Categories of cookies we use

- **Strictly necessary:** required for the Site to function, for example, to load pages, secure forms, and remember your cookie choices. These do not require your consent.
- **Analytics/performance:** help us understand how visitors use the Site so we can improve it (for example, pages viewed, time on page, referral source).
- **Functional:** remember choices you make (such as region or language) to give you a better experience.
- **Marketing/advertising:** used by third parties or us to measure the effectiveness of our advertising and, where applicable, to show you relevant ads on other platforms.

4. Cookie inventory

The specific cookies and similar technologies used on the Site, their purpose, provider, and duration are set out below. This list is reviewed regularly and may be updated.

Name	Category	Provider	Purpose	Duration
pa_consent	Strictly necessary	Platinum Ads	Records your cookie consent choice	12 months
pa_attribution	Marketing	Platinum Ads	Records which ad or campaign brought you to the Site so we can measure our advertising	30 days
_fbp	Marketing	Meta (Facebook)	Ad measurement and targeting	3 months
fr	Marketing	Meta (Facebook)	Ad delivery and measurement	3 months
_ga, _ga_*	Analytics	Google Analytics	Site usage measurement	24 months
_gid	Analytics	Google Analytics	Distinguishes users	24 hours

Marketing and analytics entries in this table only apply once the relevant tools are active on the Site and you have given consent. Additional platform cookies (for example TikTok, LinkedIn, or Google Ads) will be added to this inventory as deployed.

5. Your consent

We only set analytics, functional, and marketing cookies with your consent, which you give through the cookie banner shown on your first visit. Strictly necessary cookies are set automatically because the Site cannot work without them.

You can change or withdraw your consent at any time by clicking "Cookie settings" in the footer of the Site. Withdrawing consent will not affect the lawfulness of any processing carried out before your withdrawal.

6. Third-party cookies and international data transfers

Some cookies are set by third parties we work with, including analytics providers (e.g. Google) and advertising platforms (e.g. Meta, TikTok, LinkedIn, Google Ads). These third parties process data under their own privacy notices, which we recommend you review.

Where these third parties are based outside the United Kingdom or the European Economic Area (EEA), data collected by their cookies may be transferred to countries whose data protection laws differ from those in the UK/EEA. Such transfers rely on appropriate safeguards, including the UK International Data Transfer Agreement, EU Standard Contractual Clauses, or adequacy decisions where in place.

7. Managing cookies in your browser

You can also block or delete cookies through your browser settings. Doing so may affect how the Site works. Guidance for common browsers is available at aboutcookies.org.

8. Your data protection rights

To the extent cookies collect personal data, you have rights under the UK GDPR and EU GDPR, including the right to access, rectify, erase, and object to processing of your personal data. Full details are set out in our Privacy Policy.

9. Changes to this policy

We may update this Cookie Policy from time to time. The "Last updated" date at the top shows when it was last changed. Material changes will be brought to your attention via the cookie banner or Site notification.

10. Governing law

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

11. Contact

Questions about our use of cookies should be sent to:

Email: [\[contact email\]](#)

Address: EMMV International Ltd, 29 Giannou Kranidioti, Abitare, Block D, 8035 Paphos, Cyprus