
BNGX.com Cookies Policy

Version 1

Last Updated 6th March 2024

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1 Welcome to BNGX

1.1 We are Biodiversity Exchange Limited (**BNGX, we, our** or **us**) and we operate the website www.bngx.com which is used as an online platform to facilitate the sale and purchase of biodiversity units between land developers and landowners (**Exchange**). Our address of business is C/O BDO LLP Two Snowhill, 7th Floor, Birmingham, United Kingdom, B4 6GA.

1.2 This cookies policy (**Policy**) contains details of the cookies, pixels and similar tracking and key technologies, collectively (**Cookie Technologies**), on the Exchange.

1.3 This Policy, along with the following additional policies, are the rules governing your rights and obligations on the Exchange:

- Terms of Use;
- Privacy Policy; and
- Seller Policy (for Exchange sellers only)

(together, the **Policies**)

2 What Cookies & Similar Technologies We Use

2.1 Cookies are small data files which are sent from a server to your web browser. They are stored in your browser's cache (which is a place on your device where the browser stores

information about the websites you have visited). Cookies allow a website or a third party to recognise your browser. There are three main types of cookies:

- *session cookies*: are specific to a particular website visit and carry information as you view different pages so you don't have to re-enter information each time you change pages or attempt to checkout. These cookies expire and delete themselves automatically in a short period of time (e.g. after you leave the site or close down your browser).

- *persistent cookies*: are stored on your browser cache or mobile device until you choose to delete them, otherwise, they typically delete themselves after a set expiration period (which differs between different cookies).

- *third-party cookies*: are placed by somebody other than BNGx and may gather information about your browsing activity across multiple websites and sessions. They are usually a type of persistent cookie and as such, are stored until you delete them or they expire.

2.2 Cookies store data about your use of our Exchange, but they are helpful as they allow us to customise your experience. You can configure your desktop or mobile browser's settings to reflect your preference to accept or reject cookies (including how to handle third-party cookies), see the "How You Manage Your Cookies" section below for more information.

2.3 We use the following first-party cookies on our Exchange:

Name	Use	Expiration
N/A	N/A	N/A

2.4 In addition to cookies, we use other similar technologies on our Exchange and elsewhere as described below:

Name	Use	Expiration
N/A	N/A	N/A

3 Why & How We Use Cookies & Similar Technologies

3.1 We use Cookie Technologies to recognise if you have logged into the Exchange, to understand what purchases members and visitors are interested in, to make the Exchange function for you and to help your browsing experience and use of the Exchange feel more customised. More generally, we use Cookie Technologies for the following reasons:

Service Provision and Performance Enhancement

3.2 The Cookie Technologies collect information about how people are using our Exchange, Exchange functionality (how the Exchange is working and if it is working properly), speed to help us optimise the Exchange, how our services are used and detecting and gathering reporting on bugs to help the Exchange work better.

3.3 In addition, we may employ transient technologies (such as cookies or local stored objects) for Exchange performance experiments, form information and interactions with the Exchange and we may use temporary, short-term cookies for limited-time Exchange events such as sales and promotions.

3.4 The Exchange employs Google Analytics to help understand how the Exchange is used by its community. For some of the advertising features listed below, like retargeting, data from Google Analytics may be combined with our first-party data and third-party cookies (like Google's advertising cookies) as permitted by BNGX and Google policies respectively. To see how to opt-out of Google Analytics Advertising Features, see the "How You Manage Your Cookies" section of this Policy.

3.5 You can find out more information on how Google Analytics works in the Google guide, [here](#).

Marketing services

3.6 BNGx partners with third-party service providers that may use various Cookie Technologies to permit us and them to learn about your interaction with the Exchange (and related sites). These may include things such as:

□ *frequency capping*: which limits the number of times a user's browser or mobile device displays the same ad.

□ *attribution tracking*: which estimates which advertising or marketing source brought someone to our Exchange or determines which marketing source led to actions such as a visit to the Exchange or a purchase on it.

□ *cross-device recognition*: which recognises actions by the same user across multiple devices or browsers.

3.7 Some third-party service providers may provide information like demographics, cross-device information or interest categories from a combination of sources that, while not identifying you personally, allow us to provide you with more relevant and useful information on the Exchange. In some cases, this information may be used for non-marketing performance analytics as well.

3.8 These technologies may allow a third-party service provider to recognise your computer, mobile device or network device each time you visit the Exchange or other websites and mobile applications based on data like a cookie, your IP address, or device ID but do not allow access to other personal information from us or the Exchange. However, these technologies may allow us or a third party to recognise you, either from a single device or across devices, over time. These third parties are required to comply with applicable laws, self-regulatory programmes, and any contractual terms in place with BNGx, where applicable. BNGx does not have control over these third parties, who each have their own privacy policies and privacy practices. You can learn more about how to exercise control and choice over the personal information collected about you in the Third Party Networks section below.

3.9 A description of third-party cookies and similar technologies used by BNGx, along with each third party's privacy policy, is as follows:

Name	Use	Privacy policy (URL)
Google Analytics	Customer Insight & Website Optimisation	https://policies.google.com/privacy?hl=en

Customer Support, Preferences & Communication

3.10 Some Cookie Technologies are used to remember your account and preferences over time such as keeping you logged in when returning to the Exchange, maintaining your choices on the Exchange features and how you would like it to appear (such as remembering your preferred language and country) and customising content that you see on our Exchange based on how you use the Exchange.

Security Assurance (Strictly Necessary)

3.11 Some Cookie Technologies functions are necessary (and vital) to ensuring that the Exchange works properly for both its members and visitors, such as maintaining the security, safety and integrity of the Exchange, authentication and logging into the Exchange (including remembering permissions and consents you have granted) and ensuring the ability to securely complete transactions.

Social Networks

3.12 In order to enhance your internet experience and in order to make sharing content easier, some pages on our Exchange may contain tools or applications which are linked to third party social media service providers (such as X or Facebook). Through these tools or applications the social media service provider may set its own cookies on your device. We do not control these settings and you should check the social media service provider’s website for further details about how they use such technologies.

3.13 Social networks may also work with us or with you for analytics or marketing purposes, as summarised below. You may be able to manage your privacy preferences for these social networks and their tools and widgets via your social media network account.

3.14 For information on limiting the use of widgets and sharing functions with social media networks, see the below:

□ for Facebook widgets, you can find more information [here](#).

□ for X (formerly Twitter) widgets, you can find more information [here](#).

Analytics & Tracking Tools Explanation

3.15 The Exchange may include third-party application software development kits (**SDK**) that provide performance and analytics data, bug reporting features and application program interfaces (**API**) to third parties to help provide our services, for social media functionality and for marketing and advertising.

3.16 While BNGx’s SDKs may change over time (and differ depending on versions of the Exchange), some key SDKs are listed below with each third party’s privacy policy.

Name	Details	Privacy policy (URL)
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N/A	N/A	N/A
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4 How You Manage Your Choices

4.1 You have the ability to control the use of certain Cookie Technologies. You can opt-out of third party marketing cookies and similar technologies via the privacy settings link available at the bottom of most Exchange pages or via the GDPR Preferences link for users in the European Union and EEA. You can also manage your BNGx marketing preferences in your account settings.

Opt-In/Opt-Out Options | Third Party Networks

4.2 If you reject or block all cookies in your browser settings, you will not be able to take advantage of BNGx's services as some cookies are necessary for the Exchange to properly function.

4.3 You can learn more about managing your preferences for ads online, particularly for many third-party advertising networks, through resources made available by the Digital Advertising Alliance at <https://youradchoices.com/control> or the Network Advertising Initiative at <https://optout.networkadvertising.org> or if you are located in the European Union click [here](#).

Opt-In/Opt-Out Options | Browsers

4.4 In addition when you use the Exchange via a browser, you can change your web browser's settings to reflect your cookie preferences. Each browser is slightly different, but usually these settings are under the "options" or "preferences" menu. The links below provide information about cookie settings for the browsers that are supported by the Exchange:

[☐ Chrome](#)

[☐ Microsoft Edge](#)

[☐ Firefox](#)

[☐ Safari](#)

Opt-In/Opt-Out Options | Google analytics

- 4.5 For Google Analytics Advertising Features, you can opt-out through the [Google Ads Settings](#), Ad settings for mobile apps or any other available means. Google also provides Google Analytics opt-out plug-in for the web.

Third party tools

- 4.6 Various third parties provide browser plug-ins and apps that can help provide you information on or block third-party cookies, web beacons and some JavaScript based technologies. BNGX cannot vouch for the efficacy of a particular third party product, but popular products that provide these privacy enhancements include [Ghostery](#) and [AdBlock Plus](#). Both Google and Facebook provide tools to control use of advertising on their platforms, including advertising on and with BNGX. More information can be found in your account settings on these respective platforms (including in Google's Privacy Centre and in Facebook's Ad Settings).

5 Changes to Cookies Policy

- 5.1 This Policy is subject to change at any time, we will revise the "Last Updated" date at the top of this Policy. By continuing to use the Exchange, you acknowledge and agree that you it is your responsibility to review this Policy and we encourage you to do so to stay informed about how we are helping to protect the information we collect. It is your responsibility to be aware of any changes and your continued use of the Exchange shall constitute your agreement to this Policy and any updates.
- 5.2 If you do not agree to the revised terms, you may discontinue using the service and the Exchange. If you have any questions about this Policy, please see the "How You and Us Communicate" section below.

6 How You & Us Communicate

For enquiries related to this Policy, you can reach out to us at gdpr@bngx.com. We value open communication and are committed to addressing any concerns or questions you may have regarding our terms.