**Cookies Policy**

**Effective Date:** 4 June 2025  
**Last Updated:** 4 June 2025

**1. Introduction**

This Cookies Policy explains how **Brilliant AI Ltd.** (“**we**”, “**us**” or “**our**”) uses cookies and similar technologies on our website [**www.brilliant-ai.co.uk**](https://www.brilliant-ai.co.uk/). This policy should be read alongside our [Privacy Policy](https://www.brilliant-ai.co.uk/privacy-policy), which explains how we collect and use personal data.

By continuing to use our website, you consent to the use of cookies in accordance with this policy, unless you disable them using your browser settings.

**2. What Are Cookies?**

Cookies are small text files placed on your device (computer, smartphone, or other internet-enabled device) when you visit a website. They are widely used to make websites work, enhance user experience, and provide information to the website owners.

Cookies can be:

* **Session cookies** – which are deleted when you close your browser
* **Persistent cookies** – which remain on your device for a specified period or until manually deleted

**3. Types of Cookies We Use**

We use the following categories of cookies on our website:

**3.1 Strictly Necessary Cookies**

These cookies are essential for the operation of our website. They enable core functionality such as security, network management, and accessibility. These cookies cannot be switched off in our systems.

Examples:

* Session management
* Security authentication

**3.2 Analytics and Performance Cookies**

We use **Google Analytics** to collect anonymised data about how visitors use our website. These cookies help us improve website performance by understanding usage patterns, such as pages visited, time spent on site, and traffic sources.

Google Analytics sets the following cookies:

| **Cookie Name** | **Purpose** | **Expiry** |
| --- | --- | --- |
| \_ga | Used to distinguish users | 2 years |
| \_gid | Used to distinguish users | 24 hours |
| \_gat | Used to throttle request rate | 1 minute |

We have configured Google Analytics to **anonymise IP addresses**, and do **not** use any advertising features.

**3.3 Third-Party Cookies**

We do not currently use third-party marketing or advertising cookies. However, some embedded content or linked third-party tools (e.g., Google Maps or YouTube) may set their own cookies beyond our control. We recommend checking their respective privacy policies.

**4. Managing Your Cookie Preferences**

You can manage or disable cookies via your browser settings. Most browsers allow you to:

* View what cookies are stored
* Delete all or specific cookies
* Block cookies from specific websites
* Block all cookies entirely
* Receive alerts before cookies are set

Please note: disabling certain cookies may affect the functionality of our website.

For more information on managing cookies, visit:

* [www.aboutcookies.org](https://www.aboutcookies.org/)
* [www.allaboutcookies.org](https://www.allaboutcookies.org/)

You can opt out of Google Analytics tracking across all websites by installing the **Google Analytics Opt-out Browser Add-on**:  
🔗 <https://tools.google.com/dlpage/gaoptout>

**5. Consent to Use Cookies**

When you first visit our website, a cookie banner will inform you about the use of cookies and provide you with the option to accept or manage your preferences. By clicking “Accept All”, you consent to the use of all cookies. You may update your preferences at any time.

**6. Changes to This Cookies Policy**

We may update this Cookies Policy to reflect changes to our use of cookies or legal requirements. Any changes will be posted on this page with an updated effective date.

**7. Contact Us**

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

**Brilliant AI Ltd.**  
One Cathedral Square  
Blackburn BB1 1FB  
United Kingdom  
Email: [**info@brilliant-ai.co.uk**](mailto:info@brilliant-ai.co.uk)