



BlackBull

Cookie Policy

BlackBull Markets Limited

Company: BlackBull Markets Limited
IBC No. :SIA 177174 B
Reg. No: SIA-F217
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Risk Warning: trading CFDs and FX is risky. It isn't suitable for everyone and you could lose substantially more than your initial investment. You don't own or have rights in the underlying assets. Past performance is no indication of future performance and tax laws are subject to change. The information in this document is general in nature and doesn't take into account your or your client's personal objectives, financial circumstances, or needs. Please read our legal documents and ensure you fully understand the risks before you make any trading decisions. We encourage you to seek independent advice.



This Cookie Policy applies to residents of the UK and EEA who've registered for a trading and or demo account with BlackBull.

If you're a resident outside of the UK and EEA please refer to our [Group Website](#) for a link to the BlackBull entity (and associated legal documents) that's relevant to you.

1. What are cookies?

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets businesses know when you visit a particular site. Cookies allow web applications to respond to you as an individual.

Cookies help us provide you with a better website by enabling us to monitor the pages that you find useful and tailor our website to your needs, likes and dislikes by gathering and remembering information about your preferences.

The cookies that we use can't execute code or deliver any viruses. We only ever use cookies for:

- the essential function of our website;
- analytical purposes to provide you with a great client experience; and
- marketing, so that we serve you with content that's in line with your interests, based on your activity on our site.

We fully respect your privacy and provide you with the relevant information and tools so that you can manage your cookie preferences.

2. BlackBull Policy

We use a number of cookies to provide you and other users with our products and services via our website and platform.

We categorise our cookies into the following groups:

- **Essential:** cookies which are essential to the functioning of our website and our products and services. This includes enabling you to complete trading account applications, remembering your login details, initiating web chat with our support team or other website functionality. If you disable these cookies you won't be able to fully access our trading platform.
- **Analytical:** cookies that allow us to improve our offering and website, enabling us to tailor the site to your personal preferences.
- **Marketing:** cookies that allow us to provide information to visitors on third party websites and measure the effectiveness of our marketing initiatives. We adhere to industry accepted best practice in respect of our use of marketing cookies.

For more information, please refer to the Internet Advertising Bureau's website here:
<https://www.iabuk.com/>



List of Cookies We Use:

Cookie name	Purpose	Category
hasoffers	Affiliate/IB Tracking	Essential
post affiliate pro	IB Tracking	Essential
Qantas - Adobe Audience	Track visits from Qantas emails	Essential
Pep	BlackBull internal tags (utm campaign history, medium history). Allows us to maintain our website.	Essential
utm	Track user activities through the site. Improves customer experience.	Analytical cookies
impactradius-event.com	User journey analysis. Helps us to build multi-touch attribution model.	Analytical cookies
hotjar.com	Anonymous user journey analysis. Allows us to improve our site and content to better serve you.	Analytical cookies
googleleadservices.com	Anonymous visitor and conversion analysis.	Marketing cookies/ Analytical cookies
doubleclick.net	Anonymous visitor and conversion analysis.	Marketing cookies/ Analytical cookies
facebook.com	Anonymous visitor and conversion analysis.	Marketing cookies/ Analytical cookies
twitter.com	Anonymous visitor and conversion analysis.	Marketing cookies/ Analytical cookies
igodigital.com	Anonymous visitor and conversion tracking, as well as targeting and BlackBull, in Marketing Cloud.	Marketing cookies/ Analytical cookies
Bing.com	Anonymous visitor and conversion analysis.	Marketing cookies/ Analytical cookies

While we do collect certain pieces of information about you in order to provide our products and services to you and improve our offering, this information is anonymised. In other words, we don't collect any information about you through our cookies that could identify you as an individual.

Please be aware that if you choose not to accept cookies, you may not be able to take full advantage of our website.



Cookies used by our websites:

- **Do not** store any personally identifiable information such as passwords
- **Do not** access any other information stored on your computer
- **Do not** compromise the security of your device(s)
- **Do** allow us to provide a service through which people can access their trading account(s)
- **Do** allow us to monitor the number of people using our website
- **Do** allow us to see how people arrive at our website (for example, via search engine or via email)
- **Do** allow us to gather technical information about people using our website, such as their geographical location and the type of web browsers they are using
- **Do** allow us to display advertisements on other websites to people who have previously accessed our websites (for example, banner ads). We can't identify individuals to whom these advertisements may be displayed.
- **Do** allow us to display content on our websites that is more relevant to you and your preferences based on the information we hold and your behaviour on our website
- **Do** allow our website to recall certain settings and preferences to make it easier to use our website.

3. Your Cookie Preferences

You can manage your cookie preferences in regards to analytical and marketing cookies through your browser settings and when logging into your account.

4. General Information

We comply with all applicable UK and EU laws that govern the handling of cookies. You can choose to accept or decline cookies when you use our website. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. To find out more about how you can block, delete or manage cookies, please visit aboutcookies.org. Please be aware that if you choose not to accept cookies, you may not be able to take full advantage of the website.

For more information on how we handle your data please see our [Privacy Policy](#).

If you have any questions or concerns please email: support@blackbullus.co



BlackBull

www.blackbullex.co

support@blackbullus.co