

Cookie Policy

Last Update 23.09.2025

Our website <https://medici.expert> (the “Website”) uses cookies and similar technologies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website, allows us to improve its functionality, and ensures that we comply with applicable data protection regulations, including the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (“UAE PDPL”), the EU General Data Protection Regulation (GDPR), and other relevant international standards.

This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences. It supplements our Privacy Policy, which may be accessed on the Website.

Any questions or concerns relating to the use of cookies and the processing of personal data obtained through them may be directed to: hello@medici.expert

We only use non-essential cookies (such as analytics or marketing cookies) with your explicit consent. Strictly necessary cookies are used on the basis of our legitimate interest to ensure the secure and proper functioning of the Website. You may withdraw your consent at any time by adjusting your cookie settings.

1. Cookies – What Are They and How Do We Use Them?

As is common practice with professional websites, our Website uses cookies and similar technologies (such as local storage, web beacons, and pixels) to enhance your browsing experience.

A cookie is a small text file containing letters and numbers that we store on your browser or the hard drive of your device if you agree. Cookies contain information that is transferred to your device and help us to:

- ensure the secure and proper functioning of our Website,
- remember your preferences and settings,
- analyze how visitors use the Website to improve its performance, and

- provide relevant and personalized content.

You may block cookies by activating the setting on your browser that allows you to refuse all or some cookies. However, please note that if you disable or block strictly necessary cookies, parts of the Website may not function properly.

We use two main types of cookies:

- **Session cookies** – temporary cookies that remain only for the duration of your browsing session and are deleted when you close your browser.
- **Persistent cookies** – cookies that remain on your device for a defined period or until you delete them. They help us recognize you between sessions and remember your preferences.

The table below explains the categories of cookies we use, why we use them, and how long they are typically stored:

Category of cookies	Purpose	Typical Retention	Legal Basis
Strictly Necessary	Essential for the Website to function (e.g., login, security checks, shopping cart).	Session / up to 1 year	Legitimate interest
Performance / Analytics	Collect aggregated statistics about usage (e.g., Google Analytics with IP anonymization).	Up to 24 months	Consent
Preferences	Remember choices (language, region, display settings).	6–12 months	Consent

Functional	Provide enhanced features (chatbots, video players, embedded maps).	Varies (up to 12 months)	Consent
Security	Protect accounts, detect fraud, and ensure safe browsing.	Session / up to 12 months	Legitimate interest
Targeting / Advertising	Track user activity to deliver personalized ads and measure marketing effectiveness.	3–12 months	Consent
Third-Party / Embedded Content	Enable external services (social media plugins, embedded YouTube/Vimeo, etc.).	Varies by provider	Consent
Compliance / Consent Management	Store your cookie preferences and ensure compliance with data protection laws.	6–12 months	Legal obligation / Legitimate interest

We may also test new features from time to time. Test-related cookies help us ensure a consistent experience and identify which improvements users find most valuable.

2. Managing Cookies and Disabling Cookies

You can manage your cookie preferences at any time by clicking on the “Cookie Settings” link available on our Website. This allows you to:

- Accept or reject non-essential cookies (such as analytics, functional, or marketing cookies);
- Adjust your preferences by category;
- Withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

Please note that strictly necessary cookies are essential for the functioning of the Website and cannot be disabled.

If you wish to block or delete cookies altogether, including strictly necessary cookies, you may do so through your browser settings. Your browser's "Help" function provides detailed guidance. However, disabling strictly necessary cookies may prevent the Website from working properly and you may not be able to access certain features or areas.

You may also clear cookies already stored on your device at any time. Please be aware that disabling or deleting cookies may affect your overall browsing experience, not only on our Website but also on other websites you visit.

For convenience, links to instructions for managing cookies in commonly used browsers are provided below:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Microsoft Edge](#)

3. The Cookies We Set

We use a limited set of cookies and similar technologies to make the Website work securely, remember your choices, and (with your consent) help us understand how the Website is used. Strictly necessary cookies operate on the basis of our legitimate interests in providing a secure, functional service; all non-essential cookies (e.g., analytics, functional, or advertising) are used only if you have consented via the Cookie Settings panel and you can withdraw that consent at any time.

Site preferences cookies help us remember settings you choose—such as language, region, and display options—so that pages render consistently on each visit. These are typically persistent and remain on your device for several months (commonly 6–12 months) unless you delete them sooner, ensuring you don't need to reconfigure preferences every time you return.

Functional cookies support additional features (for example, enabling interactive elements such as contact forms, chat modules, or embedded maps and video players). When enabled by you, they store technical data necessary for these features to run smoothly and may be either session-based (removed when you close your browser) or

persistent(generally up to 12 months). If you disable this category in Cookie Settings, some enhanced features may not be available.

Analytics/performance cookies (used only with your consent) help us measure and improve the Website. We currently use Google Analytics (GA4) with IP anonymization enabled so that data is processed in an aggregated, privacy-protective manner. These cookies and related identifiers allow us to see, for example, which pages are visited and how users navigate between them, so we can troubleshoot and enhance usability. Typical retention for analytics identifiers is up to 24 months. You can turn these cookies on or off at any time through Cookie Settings.

Security cookies are used to protect your session and our systems—e.g., to authenticate requests, prevent fraud, detect misuse, and apply rate limiting. They are essential to safeguarding the Website and its users and, as such, operate under our legitimate interests. Security cookies are generally session-based or short-lived persistent cookies (up to 12 months) and are not used for advertising.

Consent-management cookies record the specific choices you make in the Cookie Settings panel (for example, whether you accepted analytics). They store a simple value indicating your selection, along with a timestamp, so we can honor your decision on future visits. These cookies are typically persistent for 6–12 months and are used to demonstrate compliance with applicable law; they are not used to track your browsing behavior.

Third-party and embedded content cookies may be set when we include content or tools provided by others—for example, social media share buttons, embedded videos (e.g., YouTube/Vimeo), or maps. When such content is loaded, the third-party provider may place its own cookies on your device and use them according to its own policies. If you prefer, you can disable this category in Cookie Settings (which may prevent the embedded content from loading), and you can also manage or delete these cookies via your browser. We do not control how third parties use their cookies and encourage you to review their respective cookie and privacy notices.

Targeting/advertising cookies. We do not currently serve personalized ads on the Website or use advertising cookies. If this changes, we will update this Policy, list any advertising technologies used, and request your prior consent before setting such cookies.

As our Website evolves, the specific cookies in each category may change. When we add or remove cookies or providers, we will update this section and, where required by

law, refresh the consent request so that you can make an informed choice at any time via Cookie Settings.

4. Links to Other Sites

Our Website may include links to external websites, plug-ins, or applications that are not owned, operated, or controlled by Medici Expert Consultancy FZ LLC. Please note that when you click on such links or enable third-party connections, you may allow third parties to collect or share data about you.

We are not responsible for the content, privacy practices, or security standards of these external websites. The use of your personal data by third-party sites is governed by their own privacy and cookie policies, which may differ from ours.

We strongly encourage you, before providing any personal data or accepting cookies on such external sites, to carefully review their privacy and cookie statements in order to understand how your information will be processed.

5. Google Analytics

Our Website uses Google Analytics 4 (GA4), a web analytics service provided by Google LLC ("Google"). Google Analytics uses cookies and similar technologies to collect and analyze information about how visitors use the Website. The information collected typically includes data such as pages visited, time spent on the Website, type of device and browser used, and navigation paths.

To protect your privacy, we have implemented IP anonymization, which means that your IP address is shortened before being stored or processed by Google. As a result, Google does not receive or process your full IP address, and we do not use Google Analytics to identify you personally.

We rely on your explicit consent to use Google Analytics cookies. Without your consent, no analytics data will be collected.

The information generated by Google Analytics cookies may be transmitted to and stored by Google on servers located outside the UAE, the EU, or your country of residence. In such cases, Google applies its own safeguards in accordance with applicable data protection laws, including the UAE PDPL (Federal Decree-Law No. 45 of 2021) and the EU GDPR where relevant.

Google will not combine the anonymized IP address provided by your browser in connection with Google Analytics with any other data held by Google.

If you wish, you can prevent Google Analytics from storing cookies by adjusting your browser settings or by using the Google Analytics opt-out browser add-on, available at: <https://tools.google.com/dlpage/gaoptout>. You can also change your choice at any time via our Cookie Settings panel.

6. Legal Basis for Using Cookies

Under applicable data protection laws, including the UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL), the EU General Data Protection Regulation (GDPR), and the UK Data Protection Act 2018, we are required to explain the legal grounds on which we process personal data collected through cookies.

We rely on the following legal bases:

- **Strictly Necessary Cookies and Security Cookies**
These cookies are essential for the operation, security, and integrity of the Website. They enable basic functions such as page navigation, authentication, fraud prevention, and secure access to areas of the Website. Because they are required for the Website to function properly, they are processed on the basis of our legitimate interest in providing a secure and functional online service (Article 6(1)(f) GDPR; Article 4(8) PDPL).
- **Compliance and Consent-Management Cookies**
These cookies record and store your cookie preferences and help us demonstrate compliance with applicable data protection requirements. They are processed on the basis of a legal obligation (Article 6(1)(c) GDPR; Article 4(9) PDPL) and, where relevant, on our legitimate interest in proving that your choices have been respected.
- **Performance / Analytics Cookies**
These cookies help us understand how visitors interact with the Website and allow us to improve its functionality and content. Because they are not strictly necessary, they are only used with your explicit consent (Article 6(1)(a) GDPR; Article 4(9) PDPL).
- **Preferences and Functional Cookies**
These cookies remember your settings and enable enhanced features, such as language preferences, video players, and chat tools. They are used only if you provide your explicit consent.

- **Targeting / Advertising and Third-Party / Embedded Content Cookies**
These cookies are used to personalize content, measure marketing effectiveness, and support embedded services provided by third parties (for example, YouTube videos, LinkedIn integrations, or social media plug-ins). They are used only with your explicit consent, which you may withdraw at any time via the Cookie Settings panel.

Children's Data

We do not knowingly use non-essential cookies in connection with the personal data of children under the age of 18 without appropriate parental or guardian consent. If we become aware that we have inadvertently collected such data, we will take steps to delete it promptly.

You may withdraw or change your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

7. Other Information

Retention of Data

We retain personal data collected by means of cookies only for as long as it is necessary for the purposes described in this Policy. Retention periods differ depending on the type of cookie:

- Session cookies are deleted automatically once you close your browser.
- Persistent cookies remain stored until their defined expiration date or until you delete them manually.
- Analytics and consent cookies are generally stored for no longer than 24 months, unless applicable law requires a shorter period.

Where cookies are used to provide personalized services, we rely on your consent, and the related data is retained only for as long as that consent remains valid. More details on our general data processing and retention practices can be found in our Privacy Policy.

Your Rights

Depending on where you are located, you may have certain rights under applicable data protection laws, including but not limited to:

- Under the UAE PDPL (Federal Decree-Law No. 45 of 2021): the right to access, correct, erase, or restrict processing of your personal data, the right to data portability, and the right to withdraw consent at any time.
- Under the EU GDPR: the rights of access, rectification, erasure (“right to be forgotten”), restriction of processing, data portability, and objection to processing.
- Under the UK Data Protection Act 2018: similar rights apply to individuals in the United Kingdom.

To exercise any of these rights in relation to cookies or personal data collected via cookies, please contact us at hello@medici.expert. We will respond to your request in accordance with applicable law.

Updating of Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, applicable law, or our practices. When we make material changes, we will update the “Last Updated” date at the top of this Policy and, where required by law, seek your renewed consent.

The most current version of this Cookie Policy will always be available on our Website. We encourage you to review it regularly to stay informed about how we use cookies and how we protect your personal data.