

Cookie Policy

BestWing Global

Last Updated: May 01, 2025

1. Overview

This Cookie Policy explains how BestWing Global ("we", "us", or "BWG") uses cookies and similar technologies to operate our website <https://bestwingglobal.com>, enhance performance, and provide a more personalised trading experience.

Cookies help us remember user preferences, improve website functionality, analyse traffic, and deliver relevant advertising, always in compliance with applicable privacy and data protection laws, including the EU ePrivacy Directive, GDPR, CCPA/CPRA, and the Australian Privacy Principles (APPs).

2. What Are Cookies

Cookies are small text files that are placed on your device when you visit a website. They allow us to recognise your device, store certain information, and support the website's functionality.

Cookies may be set directly by us ("first-party cookies") or by third-party services ("third-party cookies") that we use for analytics, advertising, or functionality purposes.

3. Types of Cookies We Use

BWG uses four main categories of cookies:

a. Strictly Necessary Cookies

These cookies are essential for website functionality — such as account login, session management, and security. They cannot be disabled through our cookie settings panel.

b. Performance and Analytics Cookies

These cookies help us understand how visitors interact with our site by collecting aggregated data on page visits, load times, and navigation patterns. This information is used to optimise performance and usability.

c. Functional Cookies

Functional cookies store user preferences such as language, region, and display settings. They enhance the user experience by remembering previous choices.

d. Advertising and Targeting Cookies

These cookies track user behaviour across websites to deliver relevant advertisements

and measure the effectiveness of campaigns. Some of these cookies are set by third-party advertising networks with which we work.

4. Detailed Cookie Table

The following table lists representative examples of cookies used on our website. Specific cookie names may vary by region or platform version.

Cookie Name	Purpose	Duration	Provider
_bwgssess	Maintains user login session	Session	BestWing Global
_ga	Tracks website performance metrics	6 months	Google Analytics
_adsid	Tracks advertising conversion data	3 months	Meta (Facebook)
cookie_consent	Stores cookie preference settings	6 months	BestWing Global
_gat	Limits data collection rate for analytics	1 minute	Google Analytics

We periodically update this list to reflect current implementations.

5. Consent and Control

When you first visit our website, a cookie banner appears, allowing you to **"Accept"** or **"Reject"** non-essential cookies with equal prominence.

- Non-essential cookies are only activated **after you have given your consent**.
- Consent preferences are securely stored for a period of **6 months**.
- You can withdraw or change your consent at any time by using our cookie settings interface or adjusting browser preferences.

If you reject cookies, some website features may not function as intended.

6. Third-Party Cookies

Certain cookies are set by trusted partners and service providers, including analytics platforms and advertising networks.

These partners may process data in accordance with their own privacy and cookie policies. You can review their specific terms by visiting the cookie settings menu or their official policy pages.

7. Managing Cookies

You can control cookies through several methods:

- **Cookie Banner:** Modify consent directly on our website.
- **Browser Settings:** Block or delete cookies through your browser's privacy tools.
- **Do Not Track:** Enable this option to limit third-party tracking.
- **Ad Preferences:** Opt out of personalised advertising through your Google or Meta ad settings.

Please note that deleting or blocking cookies may impact the functionality or user experience of certain site features.

8. Data Retention for Cookie Consent

BWG maintains consent logs for a period of **6 months** to demonstrate compliance with applicable data protection laws. After this period, records are securely deleted or anonymised.

9. Updates to This Policy

This Cookie Policy may be updated from time to time to reflect changes in law, technology, or our operational practices.

All revisions will be posted on this page, accompanied by an updated "Last Updated" date.

We encourage all users to review this policy regularly to stay informed about how we use cookies.