



Cookie Policy

Last Updated: November 3, 2025

This Cookie Policy explains how Simply Good Form Inc. (“Simply Good Form,” “we,” “our,” or “us”) uses cookies and similar technologies when you visit our websites, platforms, or Services. It should be read together with our Privacy Policy.

By continuing to browse our websites or use our Services, you consent to the use of cookies as described below.

What Are Cookies?

Cookies are small text files placed on your device by your browser that help websites remember information about you, such as:

- Login status
- Preferences and settings
- Items in a cart
- Pages visited

Cookies can improve your browsing experience and allow us to provide essential site functionality.

Types of Cookies We Use

1. Strictly Necessary Cookies

These cookies enable core functionality, such as:

- Security
- Login authentication
- Load balancing
- Form submissions

You cannot opt out of these cookies, as the site cannot function properly without them.



2. Functional Cookies

These cookies remember your preferences, including:

- Language settings
- Display options
- Saved form fields

Disabling these may limit personalization.

3. Performance & Analytics Cookies

These cookies help us understand how visitors use our Services, for example:

- Which pages are visited
- Time spent on site
- Error reports

We use this information to improve performance and user experience.

Examples include:

- Google Analytics (IP anonymization is enabled where required)
 - Jetpack Site Stats
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4. Marketing & Advertising Cookies

We may use marketing cookies to:

- Deliver relevant advertising
- Measure campaign effectiveness
- Track conversions or event completions

These may be set by third-party ad networks. You can opt out at any time (see “Your Choices” below).

We do not use marketing cookies without consent where required by law.



5. Social Media & Embeds

Pages containing embedded content (e.g., video players, social feeds) may allow those platforms to:

- Collect usage data
- Track engagement
- Build interest profiles

These providers have their own privacy practices.

Third-Party Cookies

We may integrate services such as:

- Google Analytics
- Stripe and PayPal payment tools
- Vimeo/YouTube video embeds
- Email automation platforms
- CRM and scheduling tools

These providers may place cookies for analytics, fraud prevention, security, or session management.

We do not control third-party cookie behavior.

How Long Cookies Are Stored

Cookies may be:

- **Session cookies:** deleted when you close your browser
- **Persistent cookies:** stored for a defined period or until deleted

Persistent cookies may remain from 24 hours to 2 years depending on type.

Cookie Consent



When you first visit our website, you may see a banner asking for consent to use non-essential cookies.

You may:

- Accept all cookies
- Reject non-essential cookies
- Customize preferences

We record consent choices as required by applicable laws.

Your Choices

Browser Controls

Most browsers allow you to:

- Block cookies
- Delete cookies
- Set “Do Not Track” requests (not universally supported)
- Limit third-party tracking

Note: disabling cookies may affect functionality.

Analytics Opt-Out

You can opt out of Google Analytics via:
<https://tools.google.com/dlpage/gaoptout/>

Marketing Opt-Out

You can manage personalized advertising at:

- <https://optout.networkadvertising.org/>
 - <https://optout.aboutads.info/>
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Global Privacy Control (GPC)



Where supported, we honor browser-based GPC signals indicating a preference to opt out of sale or sharing of personal information.

Do Not Track

Some browsers send “Do Not Track” signals. While we strive to respect privacy preferences, our Services do not currently respond to these signals consistently across all platforms.

Cookie Data Transfers

Some cookie-based processing may occur outside of your province or country (e.g., United States). Where required by law, we use contractual protections to ensure a comparable level of protection.

Cookies on Member Accounts

If you register for a member area or private community, we may use cookies to:

- Keep you signed in
- Recognize returning sessions
- Protect accounts against unauthorized access

These cookies are essential.

Updates to This Cookie Policy

We may update this Policy to reflect:

- Service improvements
- Legal requirement changes
- Cookie technology developments



Changes will be posted with an updated date. Continued use of our Services indicates acceptance.

More Information

For additional information about how we collect, use, protect, and share personal data, please refer to our **Privacy Policy**.

Contact Us

If you have questions about this Cookie Policy or privacy practices:

Privacy Officer

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Halifax, NS B3K 3Y7, Canada

Email: connect@simplygoodform.com

Phone: 1-877-361-4275