

LA MARZ & CO

COOKIE POLICY

Full disclosure of cookies and tracking technologies used by La Marz & Co

Last Updated: May 2026

This document is legally binding. Please read it carefully before purchasing or using any La Marz & Co product.

whop.com/la-marz-co | lamarzco.com

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■ WHAT THIS POLICY COVERS

This Cookie Policy explains what cookies and tracking technologies La Marz & Co uses on our website (lamarzco.com), why we use them, who provides them, how long they last, and how you can control them. This policy does not cover cookies used by the Whop platform. Read alongside our Privacy Policy. Last Updated: May 2026.

1. What Are Cookies?

Cookies are small text files placed on your device by a website when you visit it. They are used to make websites work efficiently, improve the user experience, and provide information to website owners.

Cookie Type	Description
First-party cookies	Set directly by our website domain (lamarzco.com)
Third-party cookies	Set by third-party services embedded in or linked from our website
Session cookies	Temporary — expire when you close your browser
Persistent cookies	Remain on your device for a set period or until you delete them

2. Age Requirement — 18+ Only

■ YOU MUST BE 18 OR OVER

La Marz & Co products, services, and website are strictly directed at individuals aged 18 years or over. By accessing our website, purchasing any product, or participating in any La Marz & Co programme, you confirm that you are at least 18 years of age. If you are under 18, you must not use this website or purchase any product.

By accessing or using this website or any La Marz & Co content you confirm:

- You are at least 18 years of age
- You have the legal capacity to accept these terms in your jurisdiction
- You are not accessing this content on behalf of, or for the use of, any person under 18

La Marz & Co does not knowingly interact with, collect data from, or sell products to individuals under the age of 18. If we become aware that a person under 18 has accessed our services, made a purchase, or provided personal data, we will take immediate steps to remove their data and cancel their access. If you believe a minor has accessed our services, please contact us immediately at contact@lamarzco.com — Subject: MINOR ACCESS REPORT.

3. Our Legal Basis for Using Cookies

Under the EU ePrivacy Directive (2002/58/EC), the Norwegian Electronic Communications Act (Ekomloven §2-7b), and the UK Privacy and Electronic Communications Regulations (PECR):

- Strictly necessary cookies may be set without consent — they are essential for the website to function

- All other cookies require your prior, freely given, specific, informed, and unambiguous consent before being placed on your device
- Valid consent can only be given by individuals aged 18 or over — minors must not use this website

We collect your consent via a cookie consent banner on your first visit. You may withdraw or update your consent at any time via the cookie settings link in our website footer.

4. Category 1 — Strictly Necessary Cookies

■ CONSENT REQUIRED: NO — ALWAYS ACTIVE

These cookies are essential for our website to function and cannot be switched off. They do not store any personally identifiable information.

Cookie Name	Provider	Purpose	Duration
__cf_bm	Cloudflare	Bot management and security	30 minutes
cf_clearance	Cloudflare	Confirms user passed security challenge	1 year
cookieconsent_status	La Marz & Co	Stores your cookie consent preference	12 months

5. Category 2 — Analytics & Performance Cookies

■ CONSENT REQUIRED: YES

These cookies help us understand how visitors use our website. All information is aggregated and anonymised. Google Analytics 4 is only activated after consent is given.

Cookie Name	Provider	Purpose	Duration
_ga	Google Analytics	Distinguishes unique users via a randomly generated client ID	2 years
ga[ID]	Google Analytics	Stores session data for your GA4 property	2 years
_gid	Google Analytics	Stores a unique value per page visit within 24 hours	24 hours
_gat	Google Analytics	Throttles request rate to Google servers	1 minute

Opt out: <https://tools.google.com/dlpage/gaoptout>

6. Category 3 — Marketing & Advertising Cookies

■ CONSENT REQUIRED: YES

Only platforms whose pixel or tag is actually installed on lamarzco.com are listed.

Cookie Name	Provider	Purpose	Duration
_fbp	Meta (Facebook/Instagram)	Delivers and measures Meta advertisements — only if Meta Pixel is installed	3 months
_fbclid	Meta (Facebook/Instagram)	Stores last click attribution for Facebook ads — only if Meta Pixel is installed	2 years
ttclid	TikTok	Attributes user actions to TikTok ad campaigns — only if TikTok Pixel is installed	7 days
_ttp	TikTok Pixel	Measures TikTok advertising performance — only if TikTok Pixel is installed	13 months

7. Category 4 — Preference / Functionality Cookies

Cookie Name	Provider	Purpose	Duration
lang	Various	Stores your language or locale preference	Session / varies
timezone	Various	Remembers your timezone for localised content	Session

8. Category 5 — Third-Party Platform Cookies

Platform	Cookie Purpose	Their Privacy Policy
TradingView	Analytics, preferences, session management for embedded chart widgets	tradingview.com/privacy-policy
Trade Nation	Session and affiliate conversion tracking when you visit via our link	tradenation.com/privacy-policy

9. Important Note — Whop Platform

When you visit our Whop store at whop.com/la-marz-co, you are on the Whop platform, not on lamarzco.com. Cookies on the Whop platform are set by Whop Marketplace Inc. and are governed entirely by Whop's own Cookie Policy and Privacy Policy. La Marz & Co does not control and is not responsible for cookies set by the Whop platform.

10. Local Storage & Similar Technologies

Our website or third-party scripts may use local storage or session storage within your browser to store small amounts of data (session preferences, consent records, cached content). These are cleared when you clear your browser cache or browsing data.

11. Web Beacons & Tracking Pixels

Our website and marketing emails may use web beacons (tracking pixels) to confirm email open rates, track link clicks, and measure advertising campaign effectiveness. They may transmit your IP address and browser type to the relevant provider.

12. Your Cookie Choices & Controls

12.1 Our Cookie Consent Banner

On your first visit to lamarzco.com, a cookie consent banner allows you to: Accept All; Reject Non-Essential; or Manage Preferences by category. Update your choices anytime via the Cookie Settings link in our website footer.

12.2 Browser-Level Controls

Browser	Settings Path
Google Chrome	Settings > Privacy and Security > Cookies and other site data
Mozilla Firefox	Settings > Privacy & Security > Cookies and Site Data
Safari	Preferences > Privacy > Manage Website Data
Microsoft Edge	Settings > Cookies and site permissions

12.3 Third-Party Opt-Outs

- Google: <https://adssettings.google.com> | <https://tools.google.com/dlpage/gaoptout>
- Meta: <https://www.facebook.com/ads/preferences>
- Your Online Choices (EU): <https://www.youronlinechoices.com>

13. Consent Management

Our cookie consent is: freely given; specific (per category); informed; unambiguous (active opt-in, no pre-ticked boxes); and withdrawable at any time. We maintain a timestamped consent record for a minimum of 3 years (GDPR Article 7(1)). Valid consent can only be given by individuals aged 18 or over.

14. Do Not Track (DNT)

Our website does not currently change its behaviour in response to browser DNT signals, as no agreed industry standard for DNT currently exists. We rely on our consent management system for granular, specific controls.

15. Force Majeure

La Marz & Co shall not be in breach of this Cookie Policy where failure to maintain full cookie consent compliance results from events beyond our reasonable control. We will restore compliance as soon as reasonably practicable.

16. Cookie Policy Updates

We update this policy when we add new cookies, remove existing ones, or when legal obligations change. The 'Last Updated' date indicates the most recent revision. Always available at lamarzco.com/cookie-policy.

17. Contact

Questions about our cookies: contact@lamarzco.com | whop.com/la-marz-co | lamarzco.com

- Norway: Datatilsynet — datatilsynet.no

- UK: Information Commissioner's Office — ico.org.uk