POWERUPSKILL, LLC

Cookie and Tracking Technologies Notice

Effective Date: May 1, 2026
Last Updated: February 17, 2026

1. INTRODUCTION

PowerUpSkill, LLC ("PowerUpSkill," "we," "us," or "our") uses cookies and similar tracking technologies on our website and platform (collectively, the "Platform") to provide, improve, protect, and promote our services. This Cookie Notice explains what these technologies are, why we use them, and how you can control them.

This Cookie Notice should be read together with our Privacy Policy, which provides additional details about how we collect, use, and protect your personal information.

By continuing to use the PowerUpSkill Platform, you consent to our use of cookies and tracking technologies as described in this notice, subject to your choices and preferences as outlined below.

2. WHAT ARE COOKIES AND TRACKING TECHNOLOGIES?

2.1 Cookies

Cookies are small text files that are placed on your device (computer, smartphone, tablet, etc.) when you visit a website. Cookies allow the website to recognize your device and remember information about your visit, such as your preferences, login status, and browsing activity.

Cookies can be categorized as follows:

Session Cookies: These cookies are temporary and are deleted when you close your browser. They allow the website to recognize you as you navigate between pages during a single browsing session.

Persistent Cookies: These cookies remain on your device for a set period of time or until you manually delete them. They allow the website to remember your preferences and actions across multiple browsing sessions.

First-Party Cookies: These cookies are set by the website you are visiting (in this case, PowerUpSkill). We control how these cookies are used.

Third-Party Cookies: These cookies are set by a domain other than the website you are visiting. For example, if we use Google Analytics, Google may set cookies on our Platform to track your activity.

2.2 Other Tracking Technologies

In addition to cookies, we may use other tracking technologies, including:

- Web Beacons (Pixels): Small transparent images embedded in web pages or emails that allow us to track whether you have viewed a page or opened an email.
- Local Storage: Technology that allows websites to store data locally on your device. This is similar to cookies but can store larger amounts of data.
- Software Development Kits (SDKs): Code integrated into mobile applications that enables tracking and analytics functionality.
- Log Files: Files that record information about your activity on the Platform, such as your IP address, browser type, pages visited, and time spent on each page.

---

3. WHY WE USE COOKIES AND TRACKING TECHNOLOGIES

We use cookies and tracking technologies for the following purposes:

- To enable essential Platform functionality, such as account login and security features
- To remember your preferences and settings
- To analyze how users interact with the Platform and identify areas for improvement
- To measure the effectiveness of our marketing campaigns and advertisements
- To prevent fraud, abuse, and security threats
- To comply with legal and regulatory obligations

---

4. TYPES OF COOKIES WE USE

We categorize cookies based on their purpose. Below is a description of each category and the specific cookies we use.

4.1 Strictly Necessary Cookies

These cookies are essential for the Platform to function properly. They enable core features such as account authentication, secure access to your account, navigation, and access to secure areas of the Platform. Without these cookies, certain services you have requested cannot be provided.

What They Do:

- Authenticate your identity when you log in
- Maintain your session while you navigate the Platform
- Ensure secure transmission of data

- Prevent cross-site request forgery (CSRF) and other security threats
- Remember items in your assessment or progress tracking

Examples of Data Collected:

- Session identifiers
- Authentication tokens
- Security tokens

Duration: Session cookies (deleted when you close your browser) or short-term persistent cookies

Your Control: You cannot disable strictly necessary cookies through our cookie banner, as they are required for the Platform to function. However, you can block them through your browser settings, though this may prevent you from using certain features of the Platform.

4.2 Performance and Analytics Cookies

These cookies help us understand how users interact with the Platform by collecting information about pages visited, time spent on the Platform, errors encountered, and other usage metrics. This information is used to improve the Platform's functionality, user experience, and performance.

What They Do:

- Track which pages are visited most frequently
- Identify navigation patterns and user flows
- Measure page load times and performance
- Detect errors and technical issues
- Understand which features are used most often

Examples of Data Collected:

- Pages visited and time spent on each page
- Browser type, version, and language
- Device type, operating system, and screen resolution
- IP address and general geographic location (city or region)
- Referral source (how you arrived at the Platform)
- Click behavior and navigation paths

Third-Party Tools We May Use:

- Google Analytics: Tracks and reports website traffic and user behavior
- Hotjar or similar tools: Records anonymized user sessions to understand user experience

Duration: Persistent cookies (typically 1-2 years)

Your Control: You can opt out of performance and analytics cookies through our cookie consent banner or by using browser extensions such as Google Analytics Opt-Out Browser Add-On.

4.3 Functional Cookies

These cookies allow the Platform to remember your preferences and choices to provide a more personalized experience. Functional cookies enhance your experience but are not essential for the Platform to operate.

What They Do:

- Remember your language and region preferences
- Remember your display settings (such as font size or theme)
- Retain information about partially completed assessments or saved progress
- Pre-fill forms with information you have previously provided

Examples of Data Collected:

- Language and region preferences
- Display and accessibility settings
- Progress or saved state within the Platform

Duration: Persistent cookies (typically 1 year)

Your Control: You can disable functional cookies through our cookie consent banner or your browser settings. Disabling these cookies may result in a less personalized experience, but the Platform will still function.

4.4 Advertising and Marketing Cookies

These cookies are used to deliver relevant advertisements and measure the effectiveness of marketing campaigns. They may track your browsing activity across different websites to build a profile of your interests and show you targeted ads. We may use advertising cookies in the future to promote PowerUpSkill services.

What They Do:

- Track your activity across websites to deliver personalized advertisements
- Measure the effectiveness of advertising campaigns
- Prevent the same ad from being shown to you repeatedly
- Build interest-based profiles for targeted advertising

Third-Party Tools We May Use:

- Meta Pixel (Facebook): Tracks conversions and delivers targeted ads on Facebook and Instagram
- LinkedIn Insight Tag: Tracks conversions and delivers targeted ads on LinkedIn
- Google Ads: Tracks conversions and delivers ads through Google's advertising network

Examples of Data Collected:

- Pages visited on PowerUpSkill and other websites
- Ads clicked or viewed
- Conversion events (such as account creation or subscription sign-up)
- Device and browser information

Duration: Persistent cookies (typically 30 days to 2 years)

Your Control: You can opt out of advertising cookies through our cookie consent banner, adjust your ad preferences on platforms like Facebook and Google, or use browser settings to block third-party cookies.

IMPORTANT: PowerUpSkill does not sell your personal data to advertisers or third parties. Advertising cookies are used solely to deliver relevant ads and measure campaign performance.

5. WHAT DATA IS COLLECTED THROUGH COOKIES?

The specific data collected through cookies depends on the type of cookie. Below is a summary of the types of data that may be collected:

Data Type	Description
IP Address	Your internet protocol address, which may reveal your general geographic location
Browser Information	Browser type, version, language, and settings
Device Information	Device type, operating system, screen resolution, and unique device identifiers
Session Data	Session ID, authentication tokens, and session duration
Usage Behavior	Pages visited, time spent on pages, navigation paths, and features accessed
Referral Source	How you arrived at the Platform (e.g., search engine, social media, direct visit)
Ad Interactions	Ads viewed, clicked, or interacted with (if advertising cookies are enabled)

Preferences	Language, region, display settings, and other user preferences

We do not use cookies to access or collect sensitive information such as:

- Your assessment answers or responses during skill assessments
- Your account password or payment information
- Personal messages or private communications
- Sensitive personal data (such as health information, race, religion, or sexual orientation)

---

6. HOW TO CONTROL COOKIES AND TRACKING TECHNOLOGIES

You have several options to control and manage cookies on the PowerUpSkill Platform:

6.1 Cookie Consent Banner

When you first visit the PowerUpSkill Platform, you will see a cookie consent banner that allows you to accept or reject non-essential cookies. You can change your cookie preferences at any time by clicking the "Cookie Settings" link in the footer of the Platform.

6.2 Browser Settings

Most web browsers allow you to control cookies through their settings. You can configure your browser to:

- Block all cookies
- Block third-party cookies only
- Delete cookies when you close your browser
- Notify you when a website tries to set a cookie

Below are links to cookie management instructions for popular browsers:

- Google Chrome: chrome://settings/cookies
- Mozilla Firefox: support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop
- Safari: support.apple.com/guide/safari/manage-cookies-sfri11471/mac
- Microsoft Edge: support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge

Note: Blocking or deleting cookies may affect your ability to use certain features of the Platform, such as staying logged in or saving your preferences.

6.3 Opt-Out of Analytics Tracking

If you do not want Google Analytics to track your activity on the Platform, you can install the Google Analytics Opt-Out Browser Add-On:

https://tools.google.com/dlpage/gaoptout

6.4 Opt-Out of Interest-Based Advertising

You can opt out of interest-based advertising through the following resources:

- Digital Advertising Alliance (DAA): www.aboutads.info/choices
- Network Advertising Initiative (NAI): www.networkadvertising.org/choices
- European Interactive Digital Advertising Alliance (EDAA): www.youronlinechoices.eu (for EU users)

You can also adjust your ad preferences directly on advertising platforms:

- Facebook Ad Preferences: www.facebook.com/ads/preferences
- Google Ad Settings: adssettings.google.com
- LinkedIn Ad Settings: www.linkedin.com/psettings/advertising

6.5 Mobile Device Settings

If you access the PowerUpSkill Platform through a mobile app or mobile browser, you can control tracking through your device settings:

- iOS: Settings > Privacy > Tracking (toggle "Allow Apps to Request to Track")
- Android: Settings > Google > Ads (toggle "Opt out of Ads Personalization")

---

7. YOUR RIGHTS UNDER GDPR (European Users)

If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, you have specific rights under the General Data Protection Regulation (GDPR) regarding how your personal data is collected and processed through cookies.

7.1 Consent-Based Cookie Use

Under GDPR, we are required to obtain your explicit consent before placing non-essential cookies on your device. When you first visit the Platform, you will be presented with a cookie consent banner that allows you to:

- Accept all cookies
- Reject non-essential cookies
- Customize your cookie preferences by category

Strictly necessary cookies do not require your consent, as they are essential for the Platform to function.

7.2 Right to Withdraw Consent

You have the right to withdraw your consent to the use of non-essential cookies at any time. You can do this by:

- Adjusting your cookie preferences through the cookie consent banner or "Cookie Settings" link in the footer
- Deleting cookies through your browser settings
- Contacting us at help.powerupskill@gmail.com

Withdrawing consent will not affect the lawfulness of processing based on consent before withdrawal.

7.3 Right to Object

You have the right to object to the processing of your personal data for purposes such as analytics or marketing. If you object, we will stop processing your data for those purposes unless we have compelling legitimate grounds to continue.

7.4 Data Subject Rights

In addition to the rights described above, you have the following rights under GDPR:

- Right of access: Request a copy of the personal data we hold about you
- Right to rectification: Request correction of inaccurate or incomplete data
- Right to erasure: Request deletion of your personal data ("right to be forgotten")
- Right to restrict processing: Request that we limit how we use your data
- Right to data portability: Request a copy of your data in a machine-readable format

To exercise any of these rights, please contact us at help.powerupskill@gmail.com.

---

8. YOUR RIGHTS UNDER CALIFORNIA LAW (CCPA/CPRA)

If you are a California resident, you have specific rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA) regarding the collection and use of your personal information through cookies and tracking technologies.

8.1 Right to Know

You have the right to know what personal information we collect through cookies, including:

- The categories of personal information collected
- The purposes for which the information is used
- The categories of third parties with whom the information is shared

8.2 Right to Opt Out of Sale or Sharing

Under the CCPA, "sharing" personal information for behavioral advertising purposes may be considered a "sale" of data. PowerUpSkill does not sell your personal information in exchange for monetary compensation. However, if we use third-party advertising cookies (such as Meta Pixel or LinkedIn Insight Tag), this may constitute "sharing" under California law.

If you are a California resident, you have the right to opt out of the sale or sharing of your personal information. You can exercise this right by:

- Clicking the "Do Not Sell or Share My Personal Information" link in the footer of the Platform
- Adjusting your cookie preferences to reject advertising cookies
- Contacting us at help.powerupskill@gmail.com

8.3 Right to Limit Sensitive Information

California residents have the right to limit the use and disclosure of sensitive personal information. PowerUpSkill does not use cookies to collect or process sensitive personal information as defined by the CPRA.

8.4 Global Privacy Control (GPC)

PowerUpSkill respects Global Privacy Control (GPC) signals. If your browser sends a GPC signal, we will treat it as a request to opt out of the sale or sharing of your personal information for users in California and other jurisdictions that recognize GPC.

---

9. DO NOT TRACK SIGNALS

Some web browsers offer a "Do Not Track" (DNT) feature that sends a signal to websites requesting that your online activity not be tracked. Currently, there is no industry-wide standard for how websites should respond to DNT signals.

At this time, PowerUpSkill does not respond to Do Not Track signals. However, you can control cookies and tracking through the methods described in Section 6 of this notice. We will update this notice if we implement DNT functionality in the future.

---

10. INTERNATIONAL USERS AND DATA TRANSFERS

PowerUpSkill is based in the United States, and our servers and third-party service providers are located primarily in the United States. If you access the Platform from outside the United States, your information may be transferred to, stored, and processed in the United States or other countries where our service providers operate.

By using the Platform and consenting to cookies, you acknowledge and agree to the transfer of your information to the United States and other jurisdictions that may have different data protection laws than your country of residence.

For users in the European Economic Area (EEA) or United Kingdom, we rely on appropriate safeguards, such as Standard Contractual Clauses (SCCs) approved by the European Commission, to ensure that your data is protected when transferred outside the EEA or UK.

11. UPDATES TO THIS COOKIE NOTICE

PowerUpSkill reserves the right to update or modify this Cookie Notice at any time to reflect changes in our use of cookies, legal requirements, or business practices. When we make material changes, we will notify you by:

- Posting an updated notice on the Platform with a new "Last Updated" date
- Displaying a notice on the Platform or through the cookie consent banner
- Sending an email notification to the address associated with your account (for significant changes)

We encourage you to review this Cookie Notice periodically to stay informed about how we use cookies and tracking technologies. Your continued use of the Platform after we post changes constitutes your acceptance of the updated Cookie Notice.

12. CONTACT US

If you have any questions, concerns, or requests regarding this Cookie Notice or our use of cookies and tracking technologies, please contact us at:

PowerUpSkill, LLC

State of Tennessee, United States

Email: help.powerupskill@gmail.com

Subject Line: Cookie Notice Inquiry

Website: https://powerupskill.netlify.app/

We will respond to your inquiry as promptly as possible, typically within thirty (30) days.

Thank you for trusting PowerUpSkill. We are committed to transparency and protecting your privacy while providing you with the best possible experience on our Platform.

© 2026 PowerUpSkill, LLC. All Rights Reserved.