



BERKLEY RISK

Berkley Risk Cookie Policy

Last Updated July 2024

This Cookie Policy explains how Berkley Risk (“we”, “us”, “our”) uses cookies and similar technologies to recognize you when you visit our website at [Your Website URL]. It explains what these technologies are, why we use them, and your rights to control our use of them.

What Are Cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

Why Do We Use Cookies?

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons for our website to operate, and we refer to these as “essential” or “strictly necessary” cookies. Other cookies enable us to track and target the interests of our users to enhance the experience on our website. Third parties serve cookies through our website for advertising, analytics, and other purposes.

Types of Cookies We Use

Essential Cookies: These cookies are strictly necessary to provide you with services available through our website and to use some of its features, such as access to secure areas.

Performance and Functionality Cookies: These cookies are used to enhance the performance and functionality of our website but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.

Analytics and Customization Cookies: These cookies collect information that is used either in aggregate form to help us understand how our website is being used or how effective our marketing campaigns are, or to help us customize our website for you.

Advertising Cookies: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Social Networking Cookies: These cookies are used to enable you to share pages and content that you find interesting on our website through third-party social networking and other websites. These cookies may also be used for advertising purposes too.

Third-Party Cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the website, deliver advertisements on and through the website, and so on. These include:

- **Google Analytics:** Used to track website usage and activity.
- **Google Ads:** Used to display targeted advertisements to users.
- **Facebook Pixel:** Used to track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

How Can I Control Cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided below:

Browser Controls: You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website, though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information.

Opt-Out Links for Specific Cookies:

Google Analytics: You can opt-out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on.

Google Ads: You can opt-out of personalized ads by visiting Google's Ads Settings.

Facebook Pixel: You can manage your Facebook ad preferences through your Facebook account settings.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

Contact Us

If you have any questions about our use of cookies or other technologies, please email us at info@berkley-risk.com. This policy provides a comprehensive overview of how Berkley Risk uses cookies, the types of cookies employed, third-party cookies involved, and how users can control their cookie preferences.