

Cookie Policy

Last Updated: 05.08.2025

The website (the "Website") is operated by **NEXT SOLUTIONS CORP.**, a company incorporated in Ontario, Canada, with its registered office at 155 East Beaver Creek Road, Suite 24-147, Richmond Hill, Ontario, L4B2N1, Canada (Corporation Number: 1001042225).

NEXT SOLUTIONS CORP. ("we", "us", or "our") uses cookies and similar technologies to improve website functionality, enhance user experience, provide analytics, and support security and compliance. By continuing to use our Website, you consent to the placement of cookies on your device, in accordance with this Cookie Policy and applicable Canadian privacy laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)**.

This Cookie Policy explains:

- what cookies are and how they work;
- how and why we use cookies and similar tracking technologies;
- how third-party cookies may interact with our Website;
- and how you can manage your cookie preferences.

What Are Cookies?

Cookies are small text files that are downloaded to your computer, smartphone, tablet, or other device when you visit a website. These files allow the website to recognize your device and store certain information about your preferences or past actions.

Cookies typically contain:

- the name of the website or domain that set the cookie;
- the duration of the cookie (how long it stays on your device);
- a unique identifier (usually a string of numbers and letters).

When you return to the website that set the cookie, or visit another site that recognizes the same cookie, your device is recognized and the website can recall your preferences, login status, or activity history.

Cookies **cannot access files or data stored on your device**, nor can they run programs or deliver viruses.

First-party vs. Third-party Cookies

- **First-party cookies** are set directly by the website you are visiting. These are typically used to support core site functionality like user authentication and remembering your preferences.
- **Third-party cookies** are set by a domain other than the one you are visiting. For example, we may use third-party analytics services (such as Google Analytics) that set their own cookies to collect traffic and usage data.

Third-party cookies may also be used for interest-based advertising or to integrate third-party functionality like live chats or social media sharing.

We encourage users to review the privacy and cookie policies of any third-party services before interacting with them.

Personal vs. Non-Personal Information

Information collected through cookies is generally considered **non-personal**. However, in some cases, such as when cookies are linked to your IP address or other identifiers that can be reasonably associated with you, this data may be classified as **personal information** under PIPEDA.

Where cookie-related data is combined with other information in a manner that makes it possible to identify an individual, we treat that combined information as personal and handle it accordingly, in line with our Privacy Policy.

How Long Do Cookies Stay on Your Device?

Cookies can remain on your device for different periods depending on their type:

- **Session cookies** are temporary and expire when you close your browser or end your session. They help ensure website functionality during a single visit.
- **Persistent cookies** remain on your device for a set period or until you delete them manually. These are used to remember preferences, analyze usage, or deliver targeted ads over time.

You can remove persistent cookies at any time through your browser settings.

Other Tracking Technologies We May Use

In addition to cookies, we may use similar tracking technologies to improve the functionality of our services and understand user behavior. These include:

- **Web beacons** (also known as clear GIFs or tracking pixels): Small invisible images embedded in web pages or emails. These help us understand whether users open our emails, click links, or view specific content on our Website.
- **Local storage objects (Flash Cookies or LSOs)**: These may be used to store user preferences or activity data for certain features of our Website. They are different from standard browser cookies and may not be deleted using regular cookie management tools.

Please note that disabling or deleting these technologies may limit certain functionality of our Website or Services.

Do We Use Advertising Cookies?

Yes. We may use advertising cookies or allow trusted third-party partners (such as ad networks or data analytics providers) to place cookies through our Website. These cookies help:

- Deliver advertisements tailored to your interests;
- Limit the number of times you see a particular ad;
- Measure the effectiveness of advertising campaigns;
- Display NEXT SOLUTIONS CORP. ads on other websites you visit (retargeting).

Advertising cookies may share pseudonymized data with third parties. However, they do not enable us or others to directly identify you (e.g., by name or email) unless you provide such information yourself.

You will only receive personalized advertising if this is permitted under applicable law. In jurisdictions where consent is required (including under PIPEDA guidance), we will obtain it appropriately via cookie banners or pop-ups.

Managing Cookies and Advertising Preferences

You have the right to control your cookie settings. You can do this in the following ways:

1. Browser Settings (First-Party Cookies)

Most web browsers allow you to manage your cookie preferences directly. You can:

- Accept or reject all cookies;
- Delete cookies already stored;
- Set your browser to alert you when cookies are being used.

Note: Disabling cookies may limit your access to secure areas or reduce site functionality.

2. Mobile Advertising Opt-Out

You can control the use of mobile advertising identifiers by accessing your device's privacy settings. For example:

- On iOS: Settings > Privacy > Advertising
- On Android: Settings > Google > Ads > Opt out of Ads Personalization

Opting out will reset any advertising ID associated with your profile and prevent further targeted ads on that device.

3. Third-Party Advertising Cookies

To opt out of cookies placed by third-party advertisers, visit the following:

- Digital Advertising Alliance of Canada (DAAC)
- Network Advertising Initiative (NAI)
- Digital Advertising Alliance (US)

These tools allow you to opt out of interest-based advertising from participating companies across the web.

Do Not Track (DNT) Signals

Some web browsers support "Do Not Track" settings, which send a signal to websites to disable tracking. As there is currently no industry standard for how to interpret DNT signals, our Website does not respond to them at this time.

Flash Cookies and Local Storage

If you wish to restrict or delete Flash Cookies (LSOs), you can manage your settings via:

- Adobe Settings Manager – Global Storage Settings Panel

Be aware that disabling Flash storage may affect multimedia functionality or certain tools used in our Services.

Updates to This Cookie Policy

We may update or revise this Cookie Policy from time to time to reflect:

- changes in applicable Canadian privacy or data protection legislation (including the **Personal Information Protection and Electronic Documents Act (PIPEDA)**),
- evolving industry practices or regulatory guidance,
- changes in our use of cookies and similar technologies,
- or updates to our business operations or Services.

When we make material changes to this Policy, we will notify users by updating the "Last Updated" date at the top of the page and, where required by law, obtain your renewed consent before continuing to place non-essential cookies.

In some cases, you may also see a banner or pop-up notice upon your next visit to the Website, asking you to review the changes and confirm your preferences.

We encourage you to review this Cookie Policy periodically to stay informed about how we use cookies and how you can control them.

Continued Use Constitutes Consent

By continuing to use our Website after such updates become effective — including browsing pages, clicking links, or interacting with features — you acknowledge and agree to the revised Cookie Policy and consent to the use of cookies as described herein.

Where consent is legally required (e.g. for non-essential or advertising cookies), you will be asked to provide affirmative consent (via a banner, checkbox, or similar mechanism) before those cookies are activated.

You may withdraw your consent at any time by adjusting your browser settings or contacting us directly (see below).

Contact Us

If you have questions, comments, or concerns about this Cookie Policy or our use of cookies and similar tracking technologies, you may contact us at:

 **Email:** info@next-solutions.io

 **Mail:** NEXT SOLUTIONS CORP.

155 East Beaver Creek Road, Suite 24-147, Richmond Hill, Ontario, L4B2N1, Canada