

# Cookies Policy

Effective Date: November 17, 2025

This Cookies Policy ("Policy") explains how BThere LLC ("we," "us," or "our") uses cookies and similar tracking technologies when you visit our website at [www.bthereforyou.com](http://www.bthereforyou.com) ("Site"). This Policy is intended to comply with applicable U.S. state privacy laws.

## 1. What Are Cookies?

Cookies are small text files placed on your device by websites you visit. They are widely used to make websites work, enhance user experience, and provide information to website owners.

Cookies set by us are called "first-party cookies." Cookies set by parties other than us are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the Site (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the Site and also when it visits certain other websites.

## 2. Purpose of Cookies

The purpose of a Cookie is to identify the user as a unique user of the Site. For example, we use Cookies to customize your experience on the Site to your interests, to ensure that you do not see the same informational messages repeatedly, and to store your username so you do not have to re-enter it each time you visit the Site.

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for the Site to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on the Site. Third parties serve cookies through the Site for advertising, analytics, and other purposes. This is described in more detail below.

## 3. Types of Cookies We Use

The specific types of first- and third-party cookies served through our Site and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific website you visit):

- a. **Strictly Necessary Cookies** – Essential for the operation of our Site, such as enabling page navigation and access to secure areas.

| Name       | Purpose                              | Provider | Service          | Type        | Expires |
|------------|--------------------------------------|----------|------------------|-------------|---------|
| mmm_cookie | For logging into ones account and to | Bthere   | Session Handling | first-party | 8 hours |

|                   |  |        |               |             |        |
|-------------------|--|--------|---------------|-------------|--------|
|                   | maintain an open session across multiple page pulls                          |        |               |             |        |
| privacy_consent_* | For remembering cookie selections to allow/disallow certain types of cookies | Bthere | Cookie Opt-In | first-party | 1 year |

**b. Performance Cookies** – Collect anonymous information about how visitors use our Site, such as which pages are visited most often.

| Name | Purpose | Provider | Service | Type | Expires |
|------|---------|----------|---------|------|---------|
|      |         |          |         |      |         |

**c. Functionality Cookies** – Allow our Site to remember your choices (e.g., region or language) and provide enhanced features.

| Name        | Purpose  | Provider | Service | Type        | Expires |
|-------------|--|----------|---------|-------------|---------|
| mmm_ai_cart | To maintain the items in ones shopping cart across multiple login sessions | Bthere   | Store   | first-party | 1 month |

**d. Targeting/Advertising Cookies** – Record your visit to our Site, pages visited, and links followed to help us deliver relevant advertising.

| Name | Purpose | Provider | Service | Type | Expires |
|------|---------|----------|---------|------|---------|
|      |         |          |         |      |         |

**e. Analytics and Customization Cookies** – Collect information that is used either in aggregate form to help us understand how the Site is being used or how effective our marketing campaigns are, or to help us customize the Site for you.

| Name | Purpose | Provider | Service | Type | Expires |
|------|---------|----------|---------|------|---------|
|      |         |          |         |      |         |

#### 4. How We Use Cookies

We use cookies to:

- Ensure the security and proper functioning of our Site;
- Analyze Site performance and usage;
- Personalize your experience and preferences;
- Provide and tailor advertising.

#### 5. Cookie Management and Your Choices

You have the right to control the use of certain cookies:

- **Browser Settings:**  
Most web browsers automatically accept cookies, but you can modify your browser settings to decline cookies or delete existing cookies. In order to do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools”, or

“Edit” menu of your browser) or you can click on the links below to access instructions for some popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Firefox](#)
- [Safari](#)
- [Safari Mobile](#)
- [Opera](#)

If you choose to decline cookies, some Site features may not function properly. If you decline cookies, you assume all responsibility for any resulting loss of functionality.

- **Cookie Preference Tools:**

We provide a cookie consent banner when you first visit our Site. You can use our cookie consent banner or browser cookie settings tool to manage your preferences at any time.

- **Do Not Track/Global Privacy Control:**

Our Site responds to Global Privacy Control (“GPC”) signals as required by law. The Site does not have a mechanism to respond to “Do-Not-Track” requests.

To learn more about cookies and how to manage them, go to <https://allaboutcookies.org/>.

## **6. Sale or Sharing of Personal Information**

We do not sell personal information collected through cookies, as defined under applicable U.S. state privacy laws. If we engage in sale or sharing of personal information for cross-context behavioral advertising, we will provide appropriate notice and enable you to opt-out.

## **7. Third Party Cookies**

Some cookies on our Site are set by third parties such as analytics providers or advertisers. We do not control these cookies. For more information, please review the privacy and cookies policies of these third parties.

## **8. Children’s Privacy**

Our Site is not intended for children under the age of 13, and we do not knowingly collect personal information via cookies from children under 13.

## **9. Updates to this Cookies Policy**

We may update this Policy from time to time. Any changes will be posted on this page with an updated effective date. Please review this Policy periodically.

## **10. Contact Us**

If you have any questions about this Cookies Policy or our use of cookies, please contact us at:

[legal@btherewithyou.com](mailto:legal@btherewithyou.com)

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By continuing to use our Site, you consent to the use of cookies as described in this Policy.