Unified Resources, Inc.

Cookie Policy

Effective Date: June 1, 2026

1. Introduction

Unified Resources, Inc. (“Unified,” “we,” “us,” or “our”) uses cookies and similar technologies on www.urimarketing.com (the “Site”) to improve website functionality, analyze website traffic, measure marketing effectiveness, and enhance the user experience.

This Cookie Policy explains what cookies are, how we use them, and the choices available to you regarding their use.

This Cookie Policy should be read together with our **Privacy Policy**.

2. What Are Cookies?

Cookies are small text files that are stored on your computer, smartphone, tablet, or other device when you visit a website. Cookies allow websites to recognize your device and remember information about your visit.

Cookies may be:

- **Session Cookies**, which expire when you close your browser; or
- **Persistent Cookies**, which remain on your device until deleted or until they expire automatically.

In addition to cookies, we may use similar technologies such as pixels, tags, web beacons, and scripts to collect information about website usage and marketing performance.

3. How We Use Cookies

We use cookies and similar technologies to:

- Operate and maintain the Site
- Improve website performance and functionality
- Understand how visitors interact with the Site
- Measure website traffic and usage patterns
- Analyze marketing campaign effectiveness
- Improve content, services, and user experience
- Support advertising and remarketing activities

4. Types of Cookies We Use

Essential Cookies

These cookies are necessary for the operation, security, and basic functionality of the Site. Without these cookies, certain features of the Site may not function properly.

Examples include cookies used to:

- Maintain website security
- Enable page navigation
- Remember user preferences
- Support website performance

Because these cookies are necessary for operation of the Site, they cannot be disabled through our systems.

Analytics Cookies

Analytics cookies help us understand how visitors use the Site by collecting information such as pages visited, time spent on pages, navigation paths, referring websites, device and browser information, and general geographic location. This information is aggregated and used to improve website performance and user experience.

We currently use:

- Google Analytics
- Google Tag Manager

Google's Privacy Policy: https://policies.google.com/privacy

To opt out of Google Analytics, install Google's browser add-on: https://tools.google.com/dlpage/gaoptout

Marketing and Advertising Cookies

Marketing cookies help us understand how visitors interact with our marketing campaigns and advertising efforts. These technologies may collect information regarding website visits, page interactions, advertising engagement, marketing campaign performance, and whether a visitor has previously visited our Site.

We currently use:

- HubSpot
- LinkedIn Insight Tag
- Meta Pixel (Facebook and Instagram)

These technologies help us measure advertising effectiveness, improve our marketing efforts, and better understand visitor interests.

Additional information:

- HubSpot: https://legal.hubspot.com/privacy-policy
- LinkedIn: https://www.linkedin.com/legal/privacy-policy
- Meta: https://www.facebook.com/privacy/policy

5. Information Collected Through Cookies

Depending on the technology used, cookies and similar technologies may collect:

- IP address
- Browser type and version
- Device type and operating system
- Pages visited and time spent on pages
- Referral sources
- General geographic location
- Marketing interaction data
- Website usage information

This information may be collected directly by Unified or by authorized third-party service providers acting on our behalf.

6. Managing Your Cookie Preferences

Most web browsers allow you to manage cookie settings through browser preferences. You may choose to:

- Block all cookies
- Delete existing cookies
- Receive notifications when cookies are placed
- Restrict certain categories of cookies

Please note that disabling cookies may impact the functionality and performance of portions of the Site. For information about managing cookies, please consult your browser's help documentation.

You may also opt out of specific technologies as follows:

- Google Analytics: https://tools.google.com/dlpage/gaoptout
- LinkedIn: Ad Settings at https://www.linkedin.com/psettings/advertising
- Meta (Facebook/Instagram): Ad Preferences at https://www.facebook.com/adpreferences
- HubSpot: Cookie controls via browser settings or https://legal.hubspot.com/privacy-policy

7. California Residents

California residents may have certain rights regarding personal information collected through cookies and similar technologies. For information regarding your privacy rights and how to exercise them, please review our Privacy Policy or contact us using the information below.

Unified does not sell personal information for monetary consideration. However, certain information may be shared with analytics and advertising partners for the purposes described in our Privacy Policy and this Cookie Policy.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page with an updated Effective Date. Your continued use of the Site after changes are posted constitutes acceptance of the updated Cookie Policy.

9. Contact Information

If you have questions regarding this Cookie Policy or our use of cookies and similar technologies, please contact:

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