

Cookies Policy

Soho Capital LLC (hereinafter referred to as “Soho Capital”) uses cookies on its website <https://soho-capital.eu/>. A cookie is a small text file stored by the website on your computer or mobile device when you visit.

Cookies are stored in your web browser’s (e.g. Internet Explorer, Chrome, Firefox, Opera) file storage folder on the visiting end-user’s device.

The next time that the same website is visited, the browser reads the cookie from its storage and sends information back to the website that provided the cookie initially. Cookies present no threat to the website visitor’s computer.

How do we use the cookies?

Our website uses cookies to simplify user interactions. Information received through cookies generally does not identify you as a particular person and allows to provide a personalized experience in your interactions with the website, such as saving your choice of language, so that next time you don’t have to choose it again, etc. Cookies allow our servers to recognise your preferences when you access a page, automatically adjusting the content to suit your needs. Cookies help us find out what our visitors want to see. They also provide us with anonymous usage statistics to evaluate and improve website performance.

Soho Capital uses the following types of cookies in order to improve the functionality of <https://soho-capital.eu/> and simplify its usage:

- session cookies – temporary cookies deleted when you close your browser. Session cookies allow the website to remember your selections on a previous page, so that you never have to re-enter information;
- persistent cookies – these cookies are saved on the visiting end-user’s device with a randomly-generated number after leaving the Soho Capital website. They remain in use until they expire or are deleted intentionally (depending on the period of time for which they are programmed to persist). They can be used to identify whether you are a frequent user to our website, adapt our content to you, or collect anonymous statistics;
- first-party cookies or tracking cookies – cookies stored by the exact website that the user visits. It allows the website to assign a unique identifier to the user, saving the cookie in the user’s browser or device storage, tracking the user’s journey within the website;
- third-party cookies – Soho Capital relies on cookies provided by third parties, such as Google, to serve ads and optimise marketing communications. Third party advertisers use cookies stored on an end-user’s device in order to evaluate the effectiveness of their ads and adapt the content of current ads to better suit the user.

It is considered that users of our website have agreed to the use of cookies if they accept cookies in their browser.