



COOKIE POLICY

EliteNow Consulting LLC

elitenowconsulting.com — Hosted on Cloudflare

Effective Date: March 30, 2026 | Last Updated: March 30, 2026

1. What Are Cookies?

A cookie is a small text file placed on your device (computer, tablet, or mobile phone) when you visit a website. Cookies are widely used to make websites work more efficiently, to remember your preferences, and to provide information to website operators about how their site is being used.

Cookies can be “first-party” (set directly by us) or “third-party” (set by a third-party service operating on our Site). They can also be “session cookies” (deleted when you close your browser) or “persistent cookies” (remain on your device for a set period or until manually deleted).

Similar technologies such as web beacons, pixels, and local storage may also be used alongside cookies. References to “cookies” in this policy include these similar technologies unless otherwise noted.

2. Who Sets Cookies on This Site?

Cookies on elitenowconsulting.com are set by the following parties:

Party	Role	Why
EliteNow Consulting	First-party (Site owner)	Site functionality and contact form operation
Cloudflare, Inc.	Infrastructure / hosting provider	Security, DDoS protection, bot mitigation, and performance (CDN)
Google LLC	Third-party analytics & scheduling	Google Analytics (site usage tracking) and Google Calendar (discovery call scheduling)
[Other — confirm]	[e.g., CRM, chat tool, ad pixel]	[Confirm all active third-party scripts with your web developer before publishing]

3. Categories of Cookies We Use

We categorize cookies into the four types below. Strictly necessary cookies cannot be disabled as they are essential for the Site to function.

Category	Description	Set By	Opt-Out?
Strictly Necessary	Essential for the Site to operate. Includes Cloudflare security and bot protection cookies. Cannot be disabled without breaking site functionality.	Cloudflare, EliteNow	No
Performance / Analytics	Collect anonymous data on how visitors use the Site to help us improve user experience. Includes Google Analytics.	Google	Yes
Functional	Remember your preferences to improve usability (e.g., form field data).	EliteNow	Yes
Marketing / Targeting	Track visitors across websites for advertising or remarketing.	[Confirm]	Yes

4. Cloudflare Cookies — Detailed Disclosure

This Site is hosted and delivered through Cloudflare’s content delivery network (CDN). As part of providing its services, Cloudflare automatically sets the following cookies on visitor devices. These are strictly necessary and cannot be opted out of without disrupting site security and availability.

Cookie Name	Set By	Purpose	Type	Duration	Can You Opt Out?
__cfllb	Cloudflare	Load balancing — routes users to the correct server to ensure consistent performance across sessions	Strictly Necessary	Session	No — required
__cf_bm	Cloudflare	Bot management — distinguishes between human users and automated bots to protect the Site from malicious traffic	Strictly Necessary	30 minutes	No — required
cf_clearance	Cloudflare	Challenge clearance — set after a visitor passes a Cloudflare security challenge (e.g., CAPTCHA or browser check)	Strictly Necessary	30 minutes	No — required
__cfduid *	Cloudflare	Legacy cookie formerly used for security. Deprecated by Cloudflare as of May 2021. Confirm with web developer whether this cookie is still being set.	Strictly Necessary	Deprecated	N/A — confirm
__cfuid	Cloudflare	Rate limiting — used by Cloudflare to identify individual users for rate limiting purposes when Turnstile or other security features are active	Strictly Necessary	Session	No — required

* __cfduid was deprecated by Cloudflare in May 2021. If your web developer confirms it is no longer being set, it may be removed from this table prior to publication.

5. Google Cookies — Detailed Disclosure

The Site uses Google Analytics to understand how visitors interact with our content, and Google Calendar for discovery call scheduling. Google may set the following cookies:

Cookie Name	Set By	Purpose	Type	Duration	Can You Opt Out?
__ga	Google Analytics	Registers a unique ID to generate statistical data on how visitors use the Site. Distinguishes unique users.	Performance	2 years	Yes — browser settings or GA opt-out

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Cookie Name	Set By	Purpose	Type	Duration	Can You Opt Out?
ga[ID]	Google Analytics	Used by Google Analytics 4 (GA4) to persist session state and track usage across pages.	Performance	2 years	Yes — browser settings or GA opt-out
_gid	Google Analytics	Registers a unique ID to generate statistical data. Resets each day.	Performance	24 hours	Yes — browser settings
_gat	Google Analytics	Used to throttle request rate to Google Analytics servers.	Performance	1 minute	Yes — browser settings
NID / SOCS	Google (Calendar)	Set by Google when visitors interact with Google Calendar scheduling widget. Used for personalization and session management.	Functional	6 months	Yes — via Google account settings

To opt out of Google Analytics tracking across all websites, visitors may install the Google Analytics Opt-out Browser Add-on available at: tools.google.com/dlpage/gaoptout

6. Your Cookie Choices & Opt-Out Rights - reference privacy policy

6.1 Browser Controls

Most web browsers allow you to control cookies through their settings. You can typically set your browser to:

- Block all cookies
- Block only third-party cookies
- Clear cookies when you close your browser
- Alert you when a cookie is being set

Please note that blocking strictly necessary cookies (including Cloudflare security cookies) may prevent parts of the Site from functioning correctly. Browser controls for major browsers can be found at:

- Google Chrome: <chrome://settings/cookies>
- Mozilla Firefox: support.mozilla.org/kb/cookies
- Apple Safari: support.apple.com/guide/safari
- Microsoft Edge: support.microsoft.com/microsoft-edge

6.2 Google Analytics Opt-Out

To opt out of Google Analytics tracking across all websites, you may install the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout. You may also opt out through your Google account's privacy settings.

6.3 California Global Privacy Control (GPC)

California residents may use a browser or browser extension that sends a Global Privacy Control (GPC) signal to websites, indicating your preference to opt out of the sale or sharing of personal information. EliteNow Consulting [does / does not — confirm with attorney] honor GPC signals. We do not sell personal information collected through this Site.

6.4 Cookie Consent Banner

EliteNow Consulting's Site displays a cookie consent banner which must be responded to before you can use the site.

6.5 Privacy Policy

This Cookie Policy should be read in conjunction with our main Privacy Policy. Our separate Privacy Policy provides a comprehensive explanation of how EliteNow Consulting LLC collects, uses, protects, and handles your personally identifiable information. This includes data processing activities beyond the use of cookies, such as personal data collected through contact forms and scheduling tools.

For full details on our data protection practices, including your rights regarding the personal data we collect, please review the complete policy at: elitenowconsulting.com/privacy-policy.

7. Do Not Track Signals

Some browsers transmit "Do Not Track" (DNT) signals to websites. At this time, there is no industry-wide standard for responding to DNT signals, and we do not currently alter our data collection practices in response to DNT browser settings. We will update this policy if a standard is adopted.

8. Data Retention & Cookie Durations

Cookies set by or through this Site are retained for the durations described in the cookie tables in Sections 4 and 5 above. Session cookies are automatically deleted when you close your browser. Persistent cookies remain until they expire or are manually deleted.

Personal data collected through analytics cookies is retained in accordance with our Privacy Policy. Google Analytics data retention is set at 14 months.

9. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, hosting infrastructure, applicable law, or other factors. When we make material changes, we will update the "Last Updated" date at the top of this page. We encourage you to review this Cookie Policy periodically.

10. Contact Us

For questions about this Cookie Policy or to exercise your privacy rights, please contact:

Business	EliteNow Consulting LLC
Contact	Jenn Pais
Email	partners@elitenowconsulting.com
Phone	619-800-4731
Address	2520 Venture Oaks Way, Suite 120, Sacramento, CA, 95833
Privacy Policy	elitenowconsulting.com/privacy-policy