



Cookie Policy

Last Updated: March 2025

Potential Difference Limited ("We", "Us" or "Our") uses cookies and similar technologies on our website www.potentialdifference.tv to enhance your browsing experience. This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help us improve functionality, analyse website usage, and deliver personalized content.

Cookies can be:

- Session Cookies – Temporary and deleted when you close your browser.
- Persistent Cookies – Remain on your device until they expire or are deleted.
- First-Party Cookies – Set by our website.
- Third-Party Cookies – Set by external services (e.g., analytics providers, advertisers).

2. How We Use Cookies

We use the following types of cookies:

Essential Cookies (Strictly Necessary)

These cookies are required for the website to function properly. They cannot be disabled in our system. Examples include:

Security and authentication cookies.

Load balancing and session management cookies.

Analytics & Performance Cookies

These cookies help us understand how visitors use our website, allowing us to improve its functionality. We use:

Google Analytics (to track website traffic).

Marketing & Advertising Cookies

These cookies help us deliver relevant advertisements and track the effectiveness of our campaigns. They may be set by third-party advertisers.

Functionality Cookies

These cookies allow the website to remember your preferences, such as:

- Language settings.
- Customization choices

3. Managing Your Cookie Preferences

You can manage your cookie preferences using:



- **Our Cookie Banner** – Adjust your settings when you first visit our site.
- **Browser Settings** – Most browsers allow you to block or delete cookies. See your browser's help section for guidance.

To opt out of Google Analytics tracking, you can use the Google Analytics Opt-Out Tool.

4. Changes to This Policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page with a revised "Last Updated" date.

5. Contact Us

For any questions about our use of cookies, please contact:

Potential Difference Limited

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