



Adaptive Risk Capital

ARC

Cookie Policy

Last updated: 13 May 2026 · Version: 1.3

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This Cookie Policy describes the cookies and similar technologies Oakmont Marketing & Consultancy uses on archybrid.io, why we use them, and how you can manage your preferences.

About the ARC brand

ARC is a brand name. The educational services under this name are delivered by **Oakmont Marketing & Consultancy**. The ARC Algo is provided under the same brand by **Wealth Wave Affiliation LTD** (WWA, Czech Republic, CNB license 19819145). This Cookie Policy applies only to cookies placed on archybrid.io by Oakmont Marketing & Consultancy. Cookies on the WWA platform are governed by WWA's own cookie policy.

1. What is a cookie?

A cookie is a small text file that a website stores on your device when you visit. Cookies can be functional, analytical or marketing-oriented.

In addition to cookies we also use similar technologies: pixels (1x1 tracking images), local storage, fingerprinting and server-side tracking. Where this document says "cookies", we mean all of the above.

2. Which cookies do we use?

2.1 Functional cookies (always active)

Necessary for the website to work. We do not ask for consent for these.

Cookie / technology	Purpose	Retention
<code>arc_session</code>	Session management	Session duration
<code>arc_cookie_consent</code>	Remembering your cookie preference	12 months
<code>arc_lang</code>	Language preference (NL/EN)	12 months

2.2 Analytical cookies (consent required)

Help us understand how visitors use the site so we can improve.

Cookie	Provider	Purpose	Retention
<code>_ga, _ga_*</code>	Google Analytics 4	Measuring visits, sessions, conversions	14 months
<code>_gid</code>	Google Analytics 4	Distinguishing unique users	24 hours
<code>_gtm_*</code>	Google Tag Manager	Managing tracking scripts	Session

2.3 Marketing cookies (consent required)

Enable targeted ads and campaign measurement.

Cookie	Provider	Purpose	Retention
<code>_fbp, _fbc</code>	Meta (Facebook/Instagram Pixel)	Ad attribution and retargeting	90 days
<code>__gcl_*</code> , <code>__gads</code>	Google Ads	Conversion tracking, retargeting	90 days
<code>fr, datr</code>	Meta (pixel helpers)	Session identification for pixel	90 days

2.4 Server-side tracking

We also use server-side events via Google Tag Manager Server-side (or similar) for accurate measurement without third-party cookies. This is subject to the same consent rules as the analytical/marketing cookies above.

3. Consent and the cookie banner

3.1 On your first visit the cookie banner offers three choices:

- > **Accept all** — all cookies active
- > **Functional only** — only cookies from category 2.1
- > **Manage preferences** — consent per category

3.2 Without your consent, no analytical or marketing cookies are placed.

3.3 You can revisit your choice at any time via the "Cookie settings" link in the website footer.

4. Withdrawing consent

4.1 Withdrawn consent applies to future processing. Cookies already set can be deleted via your browser settings.

4.2 Quick instructions:

- > **Chrome:** Settings Privacy and security Cookies and other site data
- > **Safari:** Preferences Privacy Manage Website Data
- > **Firefox:** Settings Privacy & Security Cookies and Site Data
- > **Edge:** Settings Cookies and site permissions

5. Transfers to third countries

Some cookie providers (Google, Meta) are based in the United States. We rely on the EU-US Data Privacy Framework where possible, or on Standard Contractual Clauses. Our email provider (GetResponse, Poland) is established within the EU/EEA; in addition, GetResponse does not set any cookies on archybrid.io because lead data is sent server-side.

6. Questions

Questions about cookies or tracking on archybrid.io?

Oakmont Marketing & Consultancy Email: info@archybrid.io

See also our [Privacy Policy](#) for more context on data processing.