



goodfinity

Goodfinity Cookie Notice

Last modified: April 23, 2026

1. What This Notice Covers

This Cookie Notice explains how Goodfinity (a division of Level Up Strategies Inc., "Goodfinity," "we," "us") uses cookies and similar technologies on our websites, including goodfinity.ca and goodfinity.com (the "**Sites**"). For information about how we handle personal information more generally, see our Privacy Policy.

2. What Cookies Are

Cookies are small text files that are stored in your browser when you visit a website. They help the site recognize your device, remember your preferences, and understand how you use the site. Similar technologies include pixel tags, local storage, session storage, and software development kits; we refer to all of these as "**cookies**" in this Notice.

Cookies can be:

First-party (set by the website you are visiting) or **third-party** (set by a different domain, typically a service provider we use);

Session cookies (deleted when you close your browser) or **persistent cookies** (stored until they expire or you delete them).

3. How We Use Cookies

We group cookies into four categories based on their purpose:

Strictly Necessary

These cookies are required for the Sites to function. They cannot be turned off. Examples include the cookie that remembers your consent preferences and cookies that keep you logged in to the customer portal.

Functional

These cookies remember choices you make to improve your experience, such as language preference or region. Without them, parts of the Sites may not work as well but will still load.



Analytics

These cookies help us understand how visitors use our Sites — for example, which pages are most popular and where visitors come from. We use this information to improve our content and product marketing. Analytics cookies are set by us and by analytics service providers we use.

Marketing

These cookies help us measure the effectiveness of our marketing campaigns and understand how visitors arrive at our Sites from email, search, and partner referrals. We do not use cookies for cross-context behavioural advertising or targeted advertising on third-party sites.

4. Cookies We Use

The following table lists the cookies on our Sites. We update this list as our technology changes; the current version always reflects what is in use at the time of your visit.

Cookie Name	Provider	Purpose	Category	Duration
gf_consent	goodfinity.ca	Stores your cookie consent preferences	Strictly Necessary	12 months
gf_session	goodfinity.ca	Maintains your session on the Sites	Strictly Necessary	Session
gf_csrf	goodfinity.ca	Protects against cross-site request forgery	Strictly Necessary	Session
gf_lang	goodfinity.ca	Remembers your language preference	Functional	12 months
_ga	Google Analytics	Distinguishes unique visitors	Analytics	14 months
ga<ID>	Google Analytics	Stores session state	Analytics	14 months
__hs_*	HubSpot	Tracks CRM interactions and form completions	Marketing	Up to 13 months
__cf_bm	Cloudflare	Bot-management and security	Strictly Necessary	30 minutes

The list above is a working inventory. We will add data as it is available.



5. Your Choices

Cookie Banner

When you first visit our Sites, you will see a cookie banner that lets you accept, reject, or customize your cookie preferences. Strictly Necessary cookies are always on. You can reject Functional, Analytics, and Marketing cookies individually.

Changing Your Preferences

You can change your cookie preferences at any time by clicking the "Cookie Preferences" link in the footer of our Sites.

Browser Settings

You can block or delete cookies through your browser settings. Each browser is different — check your browser's help pages for instructions. Note that blocking all cookies may break parts of our Sites.

Global Privacy Control

We honour the Global Privacy Control (GPC) signal. If your browser sends a GPC signal, we will treat it as a request to opt out of any cookie-based activity that would count as "sale" or "sharing" of personal information under U.S. state privacy laws.

Do Not Track

Our Sites do not respond differently to the older "Do Not Track" browser signal, because there is no common industry standard for interpreting it. We honour GPC instead (see above).

6. Third-Party Services

Some cookies on our Sites are set by third parties we use for analytics, marketing, and security. These providers have their own privacy policies, which we encourage you to review:

- Google Analytics: policies.google.com/privacy
- HubSpot: hubspot.com/data-privacy/privacy-policy
- Cloudflare: cloudflare.com/privacypolicy

Update the provider list to match your actual vendor stack.

7. Updates to This Notice

We may update this Cookie Notice from time to time. When we do, we will change the "Last modified" date at the top. If the changes are material, we will provide additional notice on the Sites.

8. Contact Us

Questions about this Cookie Notice? Email circle@goodfinity.ca