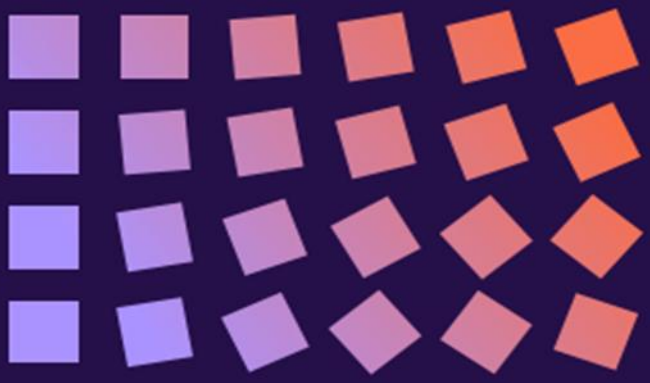
SYS FINANCIAL

Brighter Futures Together

Cookie Policy



SYS Financial Ltd t/a SYS Financial is regulated by the Central Bank of Ireland

24 July 2025

Cookie Policy

How we use cookies on our websites

This document describes how we use cookies and other online technologies such as pixels or tags on our websites. It applies to anyone who visits our website and should be read along with our Privacy Notice and Terms of Business.

What Are Cookies?

Cookies are small text files stored on your device when you visit our website. They help us enhance your browsing experience, remember your preferences, and understand how you interact with our content. Cookies also help us to identify other products and services which are more relevant to you and your interests.

Pixels are small, invisible pieces of code that work like a cookie, but instead of storing information in a browser, they deliver information to a server. Tags allow website operators to track, report, and analyse a website using a series of codes.

Types of Cookies We Use

We use the following types of cookies:

Strictly Necessary: Essential for website functionality (e.g. secure login, form submission).
Performance: Collect anonymous data on how visitors use our site (e.g. Google Analytics).
Functionality: Remember your preferences (e.g. language, region).
Targeting/Advertising: Used to deliver relevant ads and measure campaign effectiveness.

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.

Cookie	Duration	Description
wt_consent	1 year	Used for remembering users' consent preferences to be respected on subsequent site visits. It does not collect or store personal information about visitors to the site.
_GRECAPTCHA	6 months	Google Recaptcha service sets this cookie to identify bots to protect the website against malicious spam attacks.
rc::a	never	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::f	never	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::b	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::c	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
_cfuvid	session	Cloudflare sets this cookie to track users across sessions to optimize user experience by maintaining session consistency and providing personalized services
m	1 year 1 month 4 days	Stripe sets this cookie for fraud prevention purposes. It identifies the device used to access the website, allowing the website to be formatted accordingly.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

No cookies to display.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_ga_*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
ajs_group_id	never	This cookie is set by Segment to track visitor usage and events within the website.
_pendo_guides_blocked.4cfbcefc-fcf9-4b66-5dc6-9b0d81bb07a9	never	Pendo sets this cookie to identify and record the visitor's Account ID that will be used in Pendo, like Guide delivery and analytics.
ajs_anonymous_id	never	This cookie is set by Segment to count the number of people who visit a certain site by tracking if they have visited before.
ajs_user_id	never	This cookie is set by Segment to help track visitor usage, events, target marketing, and also measure application performance and stability.
_pendo_visitorId.4cfbcefc-fcf9-4b66-5dc6-9b0d81bb07a9	never	Pendo sets this cookie to identify and record the visitor's Account ID that will be used in Pendo, like Guide delivery and analytics.

Performance

Performance cookies are used to understand and analyze the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description
_calendly_session	21 days	Calendly, a Meeting Schedulers, sets this cookie to allow the meeting scheduler to function within the website and to add events into the visitor's calendar.

Advertisement

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

Cookie	Duration	Description
_gcl_au	3 months	Google Tag Manager sets this cookie to experiment advertisement efficiency of websites using their services.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.

Others

Other cookies are those that are being identified and have not been classified into any category as yet.

No cookies to display.

Note: We do not use cookies to collect personal financial information or share data with third parties for marketing without your consent.

Consent and Control

When you first visit our site, you will be presented with a cookie banner asking for your consent to use non-essential cookies. You can:

- Accept all cookies
- Reject non-essential cookies
- Manage your preferences

You can also change your cookie settings at any time by clicking the "Cookie Settings" link in the footer of our website.

How to Manage Cookies

You can control cookies through your browser settings. Information on how to manage and disable cookies can generally be found in the privacy or help section of your browser's website. If you want to disable cookies on other devices or browsers, you will need to disable the cookies on each device and on each browser separately.

Third-Party Cookies

We may use third-party services (e.g. Google Analytics,) that place cookies on your device. These providers have their own privacy and cookie policies.

Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology or legal requirements. Please check this page regularly for updates. This privacy policy was last reviewed in March 2026.

Contact Us

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