

Cookie Policy

Template for [Your Company Name]

1. What Are Cookies

Cookies are small text files that are placed on your device (computer, tablet, or mobile) when you visit a website. They are widely used to make websites work more efficiently, provide a better user experience, and give website owners information about how their site is being used.

This Cookie Policy explains what cookies are, how [Your Company Name] ("we," "our," or "us") uses cookies and similar tracking technologies on [yourwebsite.com], and your choices regarding cookies.

2. Types of Cookies We Use

We use the following categories of cookies:

Strictly Necessary Cookies:

These cookies are essential for the website to function and cannot be switched off. They include session cookies, authentication cookies, and security cookies (e.g., CSRF tokens). They do not require consent.

Functional Cookies:

These cookies enable enhanced functionality and personalization, such as remembering your language preference, region, or display settings. If you do not allow these cookies, some features may not function properly.

Analytics Cookies:

These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. We use [Google Analytics / Mixpanel / etc.] to analyze site usage.

- `_ga`: Google Analytics, expires after 2 years
- `_gid`: Google Analytics, expires after 24 hours

Marketing/Advertising Cookies:

These cookies are used to track visitors across websites and deliver targeted advertisements. They are set by our advertising partners.

- `_fbp`: Facebook Pixel, expires after 3 months
- [Other advertising cookies you use]

3. Third-Party Cookies

Some cookies are placed by third-party services that appear on our pages. We do not control these third-party cookies. The third parties that set cookies on our site include:

- Google Analytics: [analytics.google.com/policies]
- Facebook/Meta: [facebook.com/policies/cookies]
- [Other third-party services]

We recommend reviewing the privacy policies of these third parties for more information about their cookie practices.

4. Cookie Duration

Cookies can be either session cookies or persistent cookies:

- Session Cookies: These are temporary cookies that are deleted when you close your browser. They are used for things like maintaining your login state during a browsing session.
- Persistent Cookies: These cookies remain on your device for a set period or until you manually delete them. They are used for things like remembering your preferences between visits.

The specific duration for each cookie we use is listed in the cookie table in Section 2.

5. How to Manage Cookies

You can control and manage cookies in several ways:

Browser Settings:

Most web browsers allow you to manage your cookie preferences. You can set your browser to refuse cookies or to alert you when cookies are being sent. The following links show how to manage cookies in popular browsers:

- Chrome: <chrome://settings/cookies>
- Firefox: <about:preferences#privacy>
- Safari: Preferences > Privacy
- Edge: <edge://settings/privacy>

Cookie Consent Tool:

When you first visit our website, you will be presented with a cookie consent banner where you can accept or reject non-essential cookies. You can change your preferences at any time by [clicking the cookie settings link in our footer / visiting our cookie preference center].

Opt-Out of Analytics:

You can opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout.

Please note that disabling cookies may affect the functionality of our website and your user experience.

6. Do Not Track Signals

Some browsers include a "Do Not Track" (DNT) feature that signals to websites that you do not want to be tracked. There is currently no universally accepted standard for how to respond to DNT signals. We [do/do not] currently respond to DNT signals. If a standard is adopted, we will update this policy accordingly.

7. Cookie Table

The table below lists the specific cookies used on our website, along with their provider, purpose, type, and duration. This list is reviewed and updated periodically.

Cookie Name: `_ga`

Provider: Google Analytics

Purpose: Distinguishes unique users by assigning a randomly generated number as a client identifier. Used to calculate visitor, session, and campaign data for site analytics reports.

Type: Analytics (Persistent)

Duration: 2 years

Cookie Name: `_gid`

Provider: Google Analytics

Purpose: Stores and updates a unique value for each page visited. Used to count and track pageviews for analytics reporting.

Type: Analytics (Persistent)

Duration: 24 hours

Cookie Name: `_gat`

Provider: Google Analytics

Purpose: Used to throttle the request rate to Google Analytics, limiting data collection on high-traffic sites.

Type: Analytics (Persistent)

Duration: 1 minute

Cookie Name: `_fbp`

Provider: Facebook / Meta

Purpose: Used by Facebook to deliver targeted advertisements and track ad performance across websites that use Facebook advertising services.

Type: Marketing (Persistent)

Duration: 3 months

Cookie Name: `_gcl_au`

Provider: Google Ads

Purpose: Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. Stores a unique user identifier for conversion tracking.

Type: Marketing (Persistent)

Duration: 3 months

Cookie Name: JSESSIONID

Provider: [Your Company Name]

Purpose: Preserves users' session state across page requests. Essential for maintaining login status and shopping cart contents during a browsing session.

Type: Strictly Necessary (Session)

Duration: Session (deleted when browser closes)

Cookie Name: csrf_token

Provider: [Your Company Name]

Purpose: Prevents Cross-Site Request Forgery (CSRF) attacks by validating that form submissions originate from your website.

Type: Strictly Necessary (Session)

Duration: Session

Cookie Name: locale

Provider: [Your Company Name]

Purpose: Stores the user's language and regional preference so the website displays content in the correct language on return visits.

Type: Functional (Persistent)

Duration: 1 year

Cookie Name: cookie_consent

Provider: [Your Company Name]

Purpose: Records the user's cookie consent preferences (accepted categories) so the consent banner is not shown repeatedly.

Type: Strictly Necessary (Persistent)

Duration: 1 year

Cookie Name: _hjSessionUser

Provider: Hotjar

Purpose: Set when a user first lands on a page. Persists the Hotjar User ID which is unique to that site. Ensures data from subsequent visits is attributed to the same user for analytics.

Type: Analytics (Persistent)

Duration: 1 year

Please note: The cookies listed above are representative examples. Your specific cookie inventory may vary based on the services and integrations you use. We recommend auditing your site with a cookie scanning tool such as [Cookiebot / OneTrust / CookieYes] and updating this table accordingly.

8. Regional Requirements

Different jurisdictions have different requirements regarding the use of cookies and similar tracking technologies. Below is a summary of key regulations that may apply to your use of our website:

GDPR (European Union / EEA):

- Applies to all websites that process data of EU/EEA residents
- Requires informed, specific, and freely given consent before placing non-essential cookies
- Users must be able to withdraw consent as easily as they gave it
- Consent must be granular: users should be able to accept or reject cookies by category
- Pre-ticked boxes and implied consent (e.g., "by continuing to browse") are not valid forms of consent
- Cookie banners must clearly identify each cookie, its purpose, and duration

PECR (United Kingdom):

- The Privacy and Electronic Communications Regulations complement UK GDPR
- Requires clear and comprehensive information about cookies and their purpose
- Requires consent before setting non-essential cookies on a user's device
- Strictly necessary cookies are exempt from consent requirements
- The ICO recommends a granular consent mechanism similar to GDPR standards

CCPA / CPRA (California, USA):

- Does not require opt-in consent for cookies, but requires disclosure of data collection practices
- Users must be informed about the categories of personal information collected through cookies
- If cookies are used to "sell" or "share" personal information, a "Do Not Sell or Share My Personal Information" link must be provided
- Must honor Global Privacy Control (GPC) signals as a valid opt-out request
- Businesses must update their privacy policy annually to list categories of personal information collected

LGPD (Brazil):

- Brazil's General Data Protection Law requires a legal basis for processing personal data, including data collected via cookies
- Consent is one legal basis, and it must be free, informed, and unambiguous
- Users must have easy access to information about data processing activities

- A Data Protection Officer (DPO) must be appointed and their contact information must be publicly available
- Users have the right to request anonymization, blocking, or deletion of unnecessary or excessive data

We recommend consulting with a qualified legal professional to ensure your cookie practices comply with the specific requirements of each jurisdiction where your users are located.

9. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any material changes by posting the updated policy on our website with a revised "Last Updated" date.

We encourage you to review this Cookie Policy periodically to stay informed about our use of cookies.

10. Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us:

[Your Company Name]

Email: [privacy@yourcompany.com]

Address: [Your Company Address]

Last Updated: [Date]