

Cookie Policy

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Tactful Ltd · Company No 10279888 · The Venture Centre, Stirling House, Cambridge Innovation Park, Denny End Road, Waterbeach, Cambridge, United Kingdom, CB25 9PB

What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help the site recognise your device and store information about your preferences or past actions.

How We Use Cookies

Tactful AI (tactful.ai) uses cookies for the following purposes:

Essential Cookies (Always Active)

These cookies are necessary for the website to function and cannot be disabled. They include:

- Session management and security
- Cookie consent preferences storage
- Load balancing and performance

Analytics Cookies

These help us understand how visitors interact with our website by collecting information anonymously. We use:

Provider	Purpose	Retention
Google Analytics 4	Page views, user journeys, site performance	Up to 14 months
Vercel Analytics	First-party web analytics and speed insights	Session-based
HotJar	Heatmaps and session recordings for UX improvement	Up to 365 days

Within Google Analytics 4 we have enabled **Google Signals**. When you have accepted analytics cookies and are signed in to a Google account with Ads Personalization enabled, Google may associate your visit with that account to give us aggregated cross-device and demographic insights (such as age range, gender, and interests). We never receive information that personally identifies you, and this data is subject to Google's aggregation thresholds. Google Signals activates only with your analytics consent — you can withdraw it at any time using the "Manage" button on our cookie banner, or control the underlying association through your [Google Ads Settings](https://adssettings.google.com) (adssettings.google.com) and [My Activity](https://myactivity.google.com) (myactivity.google.com).

Marketing Cookies

These cookies are used to deliver relevant advertisements and track campaign effectiveness:

Provider	Purpose	Retention
Facebook Pixel	Ad targeting, conversion tracking, custom audiences	Up to 180 days
LinkedIn Insight Tag	Professional audience targeting, conversion tracking	Up to 180 days

Managing Your Cookie Preferences

You can manage your cookie preferences at any time using the "Manage" button on our cookie consent banner. Analytics and Marketing cookies are optional and can be individually toggled on or off.

You can also control cookies through your browser settings. Note that disabling cookies may affect site functionality.

Browser-Level Controls

- **Chrome:** Settings > Privacy and Security > Cookies
- **Firefox:** Settings > Privacy & Security > Cookies
- **Safari:** Preferences > Privacy > Manage Website Data
- **Edge:** Settings > Privacy, Search, and Services > Cookies

Third-Party Cookies

Some cookies are placed by third-party services that appear on our pages. We do not control these cookies. Please refer to the respective third-party privacy policies for more information:

- [Google Privacy Policy](https://policies.google.com/privacy) (policies.google.com/privacy)
- [Meta \(Facebook\) Privacy Policy](https://www.facebook.com/privacy/policy/) (www.facebook.com/privacy/policy/)
- [LinkedIn Privacy Policy](https://www.linkedin.com/legal/privacy-policy) (www.linkedin.com/legal/privacy-policy)
- [HotJar Privacy Policy](https://www.hotjar.com/legal/policies/privacy/) (www.hotjar.com/legal/policies/privacy/)

Updates to This Policy

We may update this cookie policy from time to time. Changes will be posted on this page with an updated effective date.

Contact

For questions about our use of cookies, contact us at privacy@tactful.ai.

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