# 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

Our contract documents (the End User Licence Agreement, the Data Protection Addendum, the Service Level Agreement and the Sub-processors list) set no cookies. They are shown without the cookie banner, the site footer, analytics, Apollo.io, the website chat or any other script. The rest of this policy describes the other pages of our website.

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 |
| **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 that consent at any time with the "Cookie settings" link in the footer of every page except our contract documents, or control the underlying association through your Google Ads Settings (adssettings.google.com) and My Activity (myactivity.google.com).

### Marketing Cookies

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

| Provider | Purpose | Retention |
|---|---|---|
| **Google Ads** | Conversion measurement and remarketing (showing our ads to people who have visited this site) | Up to 13 months |
| **Facebook Pixel** | Ad targeting, conversion tracking, custom audiences | Up to 180 days |
| **LinkedIn Insight Tag** | Professional audience targeting, conversion tracking | Up to 1 year |
| **Tactful AI (tactful_ref)** | Remembers which Champions participant referred you, so their referral is counted | 30 days |

Google Ads uses the _gcl_au cookie on tactful.ai (kept for 90 days) and Google advertising cookies such as IDE on doubleclick.net.

Tactful AI sets the tactful_ref cookie only if you have accepted Marketing cookies, when you open a Tactful AI Champions referral link to our book-a-demo page. It keeps the participant's referral code so that, if you book a demo, the referral can be matched to that participant. We also keep the same code in your browser's local storage for tactful.ai under the same name, tactful_ref, for the same 30 days. If you withdraw Marketing consent, we remove both.

### How Consent Works for Google Analytics and Google Ads

Google Analytics 4 and Google Ads use Google Consent Mode. Their scripts load on every page except our contract documents, but until you accept the matching category (Analytics for Google Analytics 4, Marketing for Google Ads) they set no cookies and send Google only cookieless signals, such as the fact that a page was viewed. Google uses these signals to estimate visits and conversions in aggregate. Once you accept a category, the cookies listed for it above are set.

## Tools the Cookie Banner Does Not Control

The tools below run whether or not you accept cookies. Your choices on the cookie banner and in Cookie settings do not switch them on or off.

### Apollo.io

We use the Apollo.io website tracker for business-to-business sales and marketing. It identifies the organisation behind a visit to our website, based on the visitor's IP address and the pages viewed, so that we can see which companies have visited. It loads on every page except our contract documents, as soon as the page opens, both before you make a cookie choice and after you select "Reject all". On each page it sends the visit to Apollo.io, and it stores an anonymous visitor identifier (apolloAnonId) and a queue of page-visit events in your browser's local storage for tactful.ai. Apollo.io's servers also set a short-lived bot-protection cookie (__cf_bm) on apollo.io. For how Apollo.io handles this information, see the Apollo.io Privacy Policy (www.apollo.io/privacy-policy).

### Vercel Web Analytics and Speed Insights

Our hosting provider, Vercel, gives us cookieless, privacy-friendly measurement of page views and page performance, such as how quickly pages load. It sets no cookies, so it is not controlled by the cookie banner. It does not run on our contract documents.

### Tactful Website Chat

Our own chat service loads on most pages, but not on our contract documents, so that you can send us a message. It sets no cookies. If you send a message, we handle it as described in our Privacy Policy (tactful.ai/privacy-policy).

### Embedded YouTube Videos

Some pages, such as podcast episode pages, include YouTube videos. The YouTube player loads with the page, and YouTube (Google) may set its own cookies on youtube.com, such as YSC and VISITOR_INFO1_LIVE, even if you have not accepted cookies.

## Managing Your Cookie Preferences

When you first visit, our cookie banner offers "Reject all" and "Accept all" as equal choices. Select "Manage" to choose Analytics and Marketing cookies individually. Both are off until you switch them on.

You can change or withdraw your consent at any time with the "Cookie settings" link in the footer of every page except our contract documents. When you withdraw consent for a category, we remove that category's cookies from tactful.ai and reload the page. Cookies that other companies set on their own domains (for example, linkedin.com) can be removed through your browser settings.

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 (policies.google.com/privacy)
- Meta (Facebook) Privacy Policy (www.facebook.com/privacy/policy/)
- LinkedIn Privacy Policy (www.linkedin.com/legal/privacy-policy)
- HotJar Privacy Policy (www.hotjar.com/legal/policies/privacy/)
- Apollo.io Privacy Policy (www.apollo.io/privacy-policy)

## 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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