Cookie Policy

Document ID: COM-DP-010 **Effective Date:** January 1, 2024 **Last Reviewed:** March 2024 **Owner:** Legal & Compliance **Applies To:** All NovaTech Web Properties

---

Overview

This Cookie Policy explains how NovaTech Solutions ("NovaTech," "we," "us," or "our") uses cookies and similar technologies on our websites and applications. This policy should be read in conjunction with our Privacy Policy (COM-DP-001).

What Are Cookies?

Cookies are small text files that are stored on your device (computer, tablet, or mobile phone) when you visit a website. They help websites remember information about your visit, making your next visit easier and the site more useful to you.

Types of Storage Technologies

Technology	Description
Cookies	Small text files stored in browser
Local Storage	Browser-based data storage
Session Storage	Temporary browser storage
Pixels/Beacons	Invisible images for tracking
Fingerprinting	We do NOT use this technology

Categories of Cookies We Use

1. Strictly Necessary Cookies

Purpose: Essential for website functionality **Consent Required:** No (necessary for service) **Duration:** Session or up to 1 year

Cookie Name	Purpose	Duration
session_id	User session management	Session
csrf_token	Security protection	Session
auth_token	Authentication	30 days
cookie_consent	Your cookie preferences	1 year

2. Performance/Analytics Cookies

Purpose: Understand how visitors use our site **Consent Required:** Yes **Duration:** Up to 2 years

Cookie Name	Purpose	Duration
_ga	Google Analytics ID	2 years
_gid	Google Analytics session	24 hours
_heap	Product analytics	1 year
amplitude_id	Usage analytics	1 year

3. Functionality Cookies

Purpose: Remember your preferences **Consent Required:** Yes **Duration:** Up to 1 year

Cookie Name	Purpose	Duration
language	Language preference	1 year
timezone	Timezone setting	1 year
theme	UI theme preference	1 year
recent_projects	Recent project list	30 days

4. Marketing/Advertising Cookies

Purpose: Deliver relevant advertising **Consent Required:** Yes **Duration:** Up to 2 years

Cookie Name	Purpose	Duration
_gcl_au	Google Ads conversion	90 days
_fbp	Facebook advertising	90 days
li_fat_id	LinkedIn advertising	30 days
hubspotutk	HubSpot tracking	13 months

Cookie Consent

Managing Your Preferences

You can manage your cookie preferences at any time:

1. **Cookie Banner:** When you first visit our site
2. **Settings:** Click "Cookie Preferences" in website footer
3. **Browser Settings:** Configure your browser to block cookies

Consent by Region

Region	Consent Model
EU/EEA	Opt-in required (GDPR)
UK	Opt-in required (UK GDPR)
California	Opt-out available (CCPA)
Other US	Opt-out available
Other	Implied consent with opt-out

Third-Party Cookies

We use services from third parties that may set cookies:

Analytics Providers

Provider	Purpose	Privacy Policy
Google Analytics	Website analytics	[Link]
Heap	Product analytics	[Link]
Amplitude	Usage analytics	[Link]

Marketing Providers

Provider	Purpose	Privacy Policy
Google Ads	Advertising	[Link]
LinkedIn	B2B advertising	[Link]

Provider	Purpose	Privacy Policy
HubSpot	Marketing automation	[Link]
Facebook	Social advertising	[Link]

Functionality Providers

Provider	Purpose	Privacy Policy
Intercom	Customer support	[Link]
Calendly	Meeting scheduling	[Link]
Typeform	Forms and surveys	[Link]

Browser Settings

How to Control Cookies

Google Chrome: Settings → Privacy and Security → Cookies and other site data

Mozilla Firefox: Settings → Privacy & Security → Cookies and Site Data

Safari: Preferences → Privacy → Cookies and website data

Microsoft Edge: Settings → Cookies and site permissions

Important Notes

- Blocking all cookies may affect website functionality
- Some features require cookies to work properly
- Logging in requires session cookies

Do Not Track

We respect Do Not Track (DNT) browser signals. When DNT is enabled: - We disable non-essential analytics - We disable marketing cookies - Essential cookies remain active

---

Cookie Retention

Category	Maximum Retention
Session cookies	End of browser session
Necessary cookies	1 year
Analytics cookies	2 years
Marketing cookies	2 years
Preference cookies	1 year

Updates to This Policy

We may update this Cookie Policy periodically. Changes will be posted on this page with an updated revision date.

Last Updated: January 1, 2024 **Previous Version:** July 1, 2023

Contact Us

For questions about our use of cookies:

- **Email:** privacy@novatech.com
- **Mail:** NovaTech Solutions, Attn: Privacy Team, 100 Tech Drive, Austin, TX 78701

Related Documents: Privacy Policy (COM-DP-001), GDPR Compliance Guide (COM-SEC-040), Data Retention Policy (COM-DP-005)