

Aidealy Website Cookie Policy

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1. What this Cookie Policy covers

This Cookie Policy explains how **Aidealy Ltd.** ("Aidealy", "we", "us") uses cookies and similar technologies on our **marketing website** at aidealy.ai (the "Site"), what choices you have, and how to exercise them.

It should be read together with our **Website Privacy Policy**, which explains who we are, the personal data we collect, international transfers, and your privacy rights. This Cookie Policy covers the Site only - not the Aidealy product/account area or the Aidealy IDE extension, which have their own notices.

For data protection enquiries: privacy@aidealy.ai.

2. What are cookies and similar technologies?

Cookies are small text files a website asks your browser to store on your device. They may last only for your visit (**session** cookies) or for a set period (**persistent** cookies), and they may be set by us (**first-party**) or by a third-party service we use (**third-party**).

We also use **similar technologies** that store or read information on your device, such as **local storage**, software development kits, and **pixels/tags** (small pieces of code that load when a page opens). Where this Policy says "cookies", it means cookies **and** these similar technologies.

3. The categories of cookies we use

We group cookies into four categories. Only the first is exempt from consent; the other three are switched on **only with your consent** (see §5).

Category	What it is for	Consent needed?
Strictly necessary	Needed for the Site to work and to keep it secure - including protecting forms from bots and remembering your cookie choices.	No (exempt)
Preferences	Remember choices you make about how the Site is displayed. The Site sets no such cookies or storage today; if that changes, they will be listed in section 4.2 and set only after you consent.	Yes
Statistics / analytics	Help us understand, in aggregate, how visitors use the Site so we can improve it.	Yes
Marketing / advertising	Used to measure and deliver advertising and to recognise you across sites for retargeting.	Yes

4. The cookies we use

The tables below list the cookies and similar technologies we use. Cookie names, providers, and durations can change; the **live, automatically-scanned list shown in our cookie banner's preference centre is the authoritative, current list**.

Marketing and HubSpot cookies. We do not currently use marketing/advertising cookies, and our HubSpot tracking cookies are not active. If we introduce them, they will appear in the tables below and will be set only with your consent. We never set a non-essential cookie before you consent.

4.1 Strictly necessary

Cookie / item	Provider	Purpose	Duration	Type
cf.turnstile.u	Cloudflare Turnstile	Helps tell humans and bots apart on our forms	Persistent	Local storage
CookieConsent	Cookiebot	Remembers your cookie choices so we can honour them	1 year	First-party HTTP
aidealy-do-not-sell	Aidealy (Site)	Remembers that you used the "Do Not Sell or Share" link (section 6) so we keep honouring your opt-out on this browser	1 year	First-party HTTP and local storage

The Turnstile item is stored by Cloudflare, our bot-protection provider acting for us, and appears only where the Turnstile check runs (today, our contact form).

4.2 Preferences

Cookie / item	Provider	Purpose	Duration	Type
(none today)	Aidealy (Site)	The Site stores no display or preference settings at present	n/a	n/a

4.3 Statistics / analytics

Cookie / item	Provider	Purpose	Duration	Type
(none - cookieless)	Plausible	Privacy-friendly, aggregate usage statistics. Plausible sets no cookies and does not store your IP address or create a persistent identifier.	n/a	No cookie
__hstc, hubspotutk	HubSpot	Recognise returning visitors and link form submissions <i>(only when HubSpot tracking is active)</i>	6 months	First-party HTTP
__hssc	HubSpot	Tracks a single browsing session <i>(only when HubSpot tracking is active)</i>	30 minutes	First-party HTTP
__hssrc	HubSpot	Detects whether the visitor restarted the browser <i>(only when HubSpot tracking is active)</i>	Session	First-party HTTP

4.4 Marketing / advertising - active only when advertising is switched on

Cookie / item	Provider	Purpose	Duration	Type
bcookie, lidc, li_gc	LinkedIn	Advertising, retargeting, and conversion measurement	1 day - 1 year	Third-party
_gcl_au, IDE	Google	Advertising and conversion measurement	3 months - 400 days	Third-party

We plan to use **LinkedIn**, **Google**, and **HubSpot** for advertising and measurement. The exact marketing cookies depend on which advertising tools are live; the current set is always shown in the preference centre. Using these cookies involves **"sharing" your information for cross-context behavioural advertising** under some US state laws - see §6.

5. Your choices and how to manage cookies

Our cookie banner. When you first visit the Site, our consent banner lets you **Accept all**, **Reject all** (just as easily), or choose by category. **Strictly necessary cookies are always on; all other categories are off until you turn them on.** We do not set non-essential cookies before you consent.

Change your mind any time. You can review or withdraw your choices at any time - as easily as you gave them - using the **"Manage cookies"** link in our footer, which reopens the preference centre.

Browser controls. You can also block or delete cookies in your browser settings, and many browsers let you signal a tracking preference. Blocking strictly necessary cookies may stop parts of the Site working.

We ask for your choices again if our use of cookies materially changes (for example, when we introduce a new advertising tool) and periodically thereafter.

6. US residents - "Do Not Sell or Share" and Global Privacy Control

We do **not** sell your personal information for money. However, when our advertising cookies are active we **share** personal information (such as online identifiers) for **cross-context behavioural advertising**, which several US state laws treat as a "sale" or "share".

You can opt out of this:

- Use the **"Do Not Sell or Share My Personal Information"** link in our footer.
- We also detect and honour the **Global Privacy Control (GPC)** browser signal as a valid opt-out, treated the same as using the link, and display confirmation when your opt-out preference signal has been honoured.

Turning off Marketing cookies in our banner stops these cookies on this browser; the opt-out link and GPC additionally stop the underlying sharing. Where required by your state, we honour recognised universal opt-out signals for targeted advertising.

7. How we record your consent

When you make a choice in our banner, we store a record of it (in the `CookieConsent` cookie, for one year, together with a consent identifier and timestamp) so we can honour it and demonstrate that we obtained it. Our banner provider, **Usercentrics A/S (Cookiebot)**, also records your choice in its own consent log, kept on its servers within the EU/EEA (Microsoft Azure in Ireland, with a fail-over site in Amsterdam, the Netherlands). That log record holds your consent identifier, your consent state and the version of the policy you consented to, the page address (URL) where you made your choice, your browser user agent, the first half of your IP address, the date and time, and an encrypted key. Cookiebot deletes the record from its log after 12 months and keeps only aggregated, anonymised statistics after that. Because the banner is delivered through Cookiebot's

default content-delivery network, the request that loads it before you make any choice (your IP address, browser user agent, page address and language) is served through the content-delivery network of Akamai Technologies, Inc., a United States company, which may handle the request outside Europe and may log connection details, including your IP address; Cookiebot itself uses that request only to serve the banner and keeps none of it after processing. The safeguards that apply to data handled outside Europe are described in our Website Privacy Policy (section 6).

8. Region-specific points

The choices above apply to everyone. A few regions add specifics:

- **EEA / UK:** Non-essential cookies are set only with your consent; you can withdraw it at any time as described in §5. Truly cookieless analytics that stores nothing on, and reads nothing from, your device does not require consent.
- **South Korea:** Where advertising cookies identify you, you can refuse them at any time through the preference centre, and we describe in this Policy what each advertising network collects. If we ever transfer identifiable personal data abroad through these tools, we will obtain your separate consent first.
- **Japan:** We publish our purpose of use in our Website Privacy Policy. Where an advertising network would obtain your information as personal data, we obtain the required consent and provide the information the law requires.
- **Israel / UAE:** Non-essential cookies are used only with your consent; the categories, purposes, recipients, and the consequences of refusing are described above and in our Website Privacy Policy.
- **Canada (including Quebec):** Canada has no standalone cookie-consent statute; cookies and similar technologies are governed by Canada's federal privacy law (PIPEDA) and its consent principles, by Canada's anti-spam law (CASL) for the act of placing them, and in Quebec by the private-sector privacy Act as amended by "Law 25". Our worldwide approach is stricter than the Canadian federal baseline: non-essential cookies are off until you opt in, rejecting is as easy as accepting, and you can change your mind at any time via "**Manage cookies**". For Quebec visitors: before we use any technology with functions that can identify you, locate you, or profile you, this Policy tells you so, and those functions stay inactive unless you switch them on through the banner. When you accept cookies through our banner, Canadian anti-spam law treats that as express consent to their installation.
- **Australia / New Zealand:** Neither country has a separate cookie-consent law; their privacy statutes (Australia's Privacy Act 1988 and the Australian Privacy Principles; New Zealand's Privacy Act 2020 and its Information Privacy Principles) apply to cookies where they collect personal information and require us to tell you clearly what we use and why. Our worldwide opt-in approach already goes further than these laws require. We do not currently use advertising cookies or tracking pixels; if we introduce them to target Australian visitors with ads, we will provide a simple way to opt out, as Australian law requires. Rules about marketing emails are separate (Australia's Spam Act 2003 and New Zealand's Unsolicited Electronic Messages Act 2007 cover commercial electronic messages such as email, not cookies) - see our Website Privacy Policy for how we obtain marketing consent.

9. Contact

Questions about this Cookie Policy or your choices:

Aidealy Ltd., Hamidron 1, Herzliya 4654110, Israel - privacy@aidealy.ai

See also our **Website Privacy Policy** (how we handle personal data, international transfers, and your rights) and our **Imprint / legal notice**.

10. Changes to this Cookie Policy

We may update this Cookie Policy from time to time. We will post the new version here with a new "Last updated" date and, where the change is material (such as introducing new tracking technologies), ask for your consent again.
