



Cookie Policy

Estalytics Ltd trading as Stalytics

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For an accessible HTML version of this document, visit:

<https://stalytics.com/privacy/cookie-policy.php>

1. Introduction

- 1.1 This Cookie Policy explains how Estalytics Ltd trading as Stalytics ("we", "us", "our") uses cookies and similar technologies when you visit our website <https://stalytics.com> and its associated subdomains (collectively, the "Website").
- 1.2 Our use of cookies and similar technologies complies with the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR). We currently set only Strictly Necessary cookies and use cookieless analytics and bot-protection, so no Optional Cookies requiring consent are set. If we introduce Optional Cookies in the future, they will be set only with your consent, which you will be able to change or withdraw at any time.
- 1.3 This policy explains what cookies are, how we use them, and how you can control your preferences.
- 1.4 Capitalised terms used in this Cookie Policy, including "Website", "Privacy Policy", "Services", "Service", "Client", "Data Controller", "Data Processor", "UK GDPR", "PECR", "Strictly Necessary Cookies" and "Optional Cookies", have the meanings given to them in this Cookie Policy or in Stalytics' [Master Terms & Conditions](#) where applicable, unless the context requires otherwise. Words in the singular include the plural and words in the plural include the singular.

2. What Are Cookies?

- 2.1 Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work efficiently and to provide information to website owners.

2.2 Similar technologies may include browser storage technologies such as Local Storage and Session Storage. These technologies can also store or access information on your device and are treated within this Cookie Policy where they are used for website functionality, security, analytics or similar purposes.

3. How We Use Cookies and Your Choices

3.1 We classify the cookies we use into two categories: “Strictly Necessary Cookies” and “Optional Cookies”. Your consent is required for all Optional Cookies.

3.1.1 Strictly Necessary Cookies:

- 3.1.1.1 These cookies are essential for the Website to function correctly. They support basic functionality such as page navigation, form security, session handling, fraud prevention and payment processing. The Website cannot function properly without these cookies, and they do not require your consent under PECR where they are strictly necessary for the service you request.
- 3.1.1.2 Lawful basis: These cookies are strictly necessary for the Website to function, protect forms, support payment processing and maintain security/fraud prevention. Under PECR, consent is not required for Strictly Necessary Cookies. Where personal data is processed through these cookies or related technologies, our lawful basis under UK GDPR is Legitimate Interests and, where relevant to a transaction or Service you request, Contractual Necessity.
- 3.1.1.3 Bot protection (Cloudflare Turnstile). Stalytics uses Cloudflare Turnstile to protect Website forms from spam, abuse and automated misuse. Turnstile is cookieless by default and does not use cookies to identify or track visitors; it relies on short-lived browser signals that are strictly necessary to provide the security function you request. Under PECR, consent is not required for this strictly necessary security technology. Where personal data (such as IP address and interaction signals) is processed, our lawful basis under UK GDPR is Legitimate Interests (protecting our Website and forms from abuse). For this purpose Stalytics acts as the data controller and Cloudflare acts as our processor.

Cookie Name	Provider	Purpose	Expiry
STALYTICS_CONTACT_SESSION	Stalytics (First-Party)	Maintains a secure, short-lived session for the contact form, including CSRF protection and form processing.	Up to 30 minutes after the last form activity; deleted earlier after successful processing.
STALYTICS_ENQUIRY_SESSION	Stalytics (First-Party)	Maintains a secure, short-lived session for the Enterprise Scoping Enquiry form, including CSRF protection and form processing.	Up to 30 minutes after the last form activity; deleted earlier after successful processing.
__stripe_mid	Stripe (Third-Party)	Used by Stripe for secure payment processing, fraud prevention, and transaction risk assessment, when Stripe payment functionality is enabled or used.	1 year

Cookie Name	Provider	Purpose	Expiry
__stripe_sid	Stripe (Third-Party)	Used by Stripe for secure payment processing, fraud prevention, and transaction risk assessment during a checkout session, when Stripe payment functionality is enabled or used.	1 hour

Technology / Key	Provider	Purpose	Expiry
stalytics-last-focus-* (Session Storage)	Stalytics (First-Party)	Temporarily remembers the last focused Website navigation control for accessibility and keyboard-focus restoration. It does not contain a visitor, client or advertising identifier and is not used for analytics or tracking.	When the relevant browser tab or browsing session is closed.
stalytics_ref-* (Session Storage)	Stalytics (First-Party)	Stores the Stalytics client reference carried in a secure follow-up link, so that a Client returning from that link can send further information against an existing enquiry without re-entering their details. It is written only where you arrive from a link containing that reference, is used solely to associate your submission with the correct record, and is not used for analytics, profiling or tracking.	When the relevant browser tab or browsing session is closed.
stalytics_token-* (Session Storage)	Stalytics (First-Party)	Stores the client access token that accompanies the reference above. It allows a submission to be matched securely to the correct Client record and functions as a record-matching and form-security value. It is not used for analytics, profiling or tracking.	When the relevant browser tab or browsing session is closed.
checkoutLegalPayload-* (Session Storage)	Stalytics (First-Party)	Temporarily holds a record of the agreements, eligibility confirmations and purchaser details you have accepted, so that your acceptance can be transmitted with your order. It is written only where payment or checkout functionality is in use on the Website.	When the relevant browser tab or browsing session is closed. It is overwritten each time acceptance is recorded.

3.1.2 The Stripe cookies listed above are set only where payment or checkout functionality is in use on the Website.

3.1.3 checkoutLegalPayload key listed above is written only where payment or checkout functionality is in use on the Website.

3.1.4 Optional Cookies (Require Your Consent):

- 3.1.4.1 We do not currently set any optional or non-essential cookies on the Website. Cloudflare Web Analytics is cookieless. Cloudflare states that its browser beacon does not store data in, or access storage data from, the visitor's device, including cookies, Local Storage, Session Storage or IndexedDB. It processes ephemeral performance data relating only to the current webpage and does not create a persistent visitor identifier. We use Cloudflare Web Analytics only for aggregate Website usage and performance measurement and not for advertising, profiling or cross-site tracking. We therefore do not operate a consent banner for Cloudflare Web Analytics. Further information is available in [Cloudflare's Privacy Policy](#).
- 3.1.4.2 Because the Website currently uses only Strictly Necessary Cookies, temporary Session Storage used for accessibility, secure record-matching and order acceptance, and Cloudflare technologies that do not set Optional Cookies or persistent analytics identifiers, no analytics or marketing cookies requiring consent under PECR are placed. We keep this position under review and will update this policy and our Website controls if the technologies we use, applicable law or regulatory guidance changes.

4. Third-Party Websites

- 4.1 Our Website may contain links to third-party websites or platforms, such as company profiles, social media pages, messaging platforms, payment pages or other external services. When you click on these links, you may leave our Website. These third-party sites may set their own cookies according to their own privacy and cookie policies, which we do not control. These platforms may act as independent Data Controllers once you leave our Website.

5. How to Manage Your Consent

- 5.1 The Website currently sets only Strictly Necessary cookies, which do not require consent under PECR, alongside cookieless analytics and bot-protection. There are therefore currently no optional cookies for you to accept or reject. If we introduce optional cookies in the future, we will provide a cookie consent banner allowing you to accept, reject or manage them by category, and we will not set any optional cookies until you have consented.
- 5.2 We do not currently operate a cookie consent banner or cookie settings panel, because the Website sets only Strictly Necessary cookies (alongside cookieless analytics and bot-protection). If we introduce Optional Cookies in the future, we will provide a consent banner allowing you to accept, reject or manage your preferences by category, and to change or withdraw your consent at any time.
- 5.3 You can also control or delete cookies at any time through your browser settings. Most browsers let you block or delete cookies and notify you when a cookie is set.
- 5.4 Please note that blocking Strictly Necessary Cookies through your browser settings may affect the functionality of our Website.

6. Updates to This Cookie Policy

- 6.1 We may update this Cookie Policy if we introduce new cookies or change our practices. We will notify you of any material changes by posting the updated Cookie Policy on this page and updating the "Last Updated" date. Where we make material changes to the Optional Cookies we use, we will reset your cookie preferences, and ask for your consent via a cookie consent banner that we will introduce, on your next visit to the Website.

7. Contact Us

- 7.1 If you have any questions about our use of cookies, please contact us:
- 7.1.1 Estalytics Ltd (trading as Stalytics);
 - 7.1.2 General support and enquiries: support@stalytics.com;
 - 7.1.3 Registered Office: 65 Lansdown Crescent, Bath, United Kingdom, BA2 0JX;
 - 7.1.4 Registered in England and Wales;
 - 7.1.5 Company No: 16412155;
 - 7.1.6 VAT No: 494843934;
 - 7.1.7 Information Commissioner's Office registration number: ZB950355.
- 7.2 For more detailed information on how we handle personal data, please see our [Privacy Policy](#).