

Cookie Policy

Last updated: 2025-11-02

Overview

This Cookie Policy details our use of cookies and similar technologies on <https://thedataexperts.us>. It complements our Privacy Policy. We use cookies to enhance functionality, analyze usage, and support marketing. For EEA/UK/Singapore visitors, non-essential cookies (analytics/marketing) are disabled by default via Google Consent Mode v2 until explicit consent. We honor Global Privacy Control (GPC), Do Not Track (DNT), and similar signals. Manage preferences at /cookie-preferences anytime.

What Are Cookies?

Cookies are small text files stored on your device. Similar tech includes pixels, tags, beacons, and local storage. They enable site features, remember preferences, and collect data. We use first-party (set by us) and third-party (set by partners) cookies. Session cookies expire when you close your browser; persistent ones last longer.

Cookie Categories and Breakdown

We categorize cookies as essential (functional), analytics, or advertising/marketing. Below is a table of key cookies, their purpose, provider, duration, and type.

Category	Cookie Name/Example	Provider	Purpose	Duration	Opt-Out/Notes
Functional (Essential)	_session_id, csrf_token	The Data Experts / AWS	Maintain sessions, security (e.g., prevent CSRF), site navigation. Always active; no consent needed.	Session	Cannot opt-out; required for site operation. Disable via browser settings (may break functionality).

Analytics	_ga, _gid, _gat	Google Analytics	Track usage (pages viewed, time on site, anonymized IP). Helps improve site. Consent-gated for EEA/UK.	Up to 13 months	Opt-out via /cookie-preferences or Google Analytics Opt-Out Browser Add-on. Respects GPC.
Analytics	clarity_*	Microsoft Clarity	Session replays, heatmaps, UX insights. Privacy-configured (no full IP). Consent-required.	Up to 1 year	Opt-out via /cookie-preferences or Microsoft privacy tools.
Advertising/Marketing	lidc, li_gc, bcookie	LinkedIn Insight Tag	Retargeting, conversion tracking on LinkedIn. Only loads with consent.	Up to 2 years	Opt-out via /cookie-preferences, LinkedIn settings, or NAI opt-out tool.
Advertising/Marketing	intercom_*	Intercom	Chat support, personalized messaging. Tracks interactions for better service. Consent-based.	Up to 9 months	Opt-out via /cookie-preferences or Intercom privacy controls.

We do not use cookies for cross-site tracking without consent. No sensitive data stored in cookies. Full list updates at /cookie-preferences.

Consent Management Tooling

- **Tool:** Integrated consent banner powered by Google Consent Mode v2 and custom CMP (Compliant with IAB TCF v2.2 for GDPR).
- **Features:** Granular controls (accept all, reject all, customize by category). Revoke consent anytime. Auto-detects region for defaults (e.g., opt-in for EEA). Logs consents for audits.
- **Access:** Visit /cookie-preferences to view, adjust, or withdraw. Changes apply immediately.
- **Browser Signals:** We respect GPC/DNT for automatic opt-outs of non-essential cookies.

- **Global Compliance:** Aligns with GDPR (ePrivacy), CCPA/CPRA (opt-out of sharing), TTDSG (Germany), PDPA (Singapore no-marketing default).

Opt-Out Guidance

1. Use /cookie-preferences for site-specific opt-out.
2. Browser settings: Disable cookies via Chrome (Settings > Privacy > Cookies), Firefox (Options > Privacy > Cookies), etc. Note: Blocks functionals too.
3. Third-party tools: Google Opt-Out, NAI Consumer Opt-Out, DAA YourAdChoices.
4. For advertising: Opt-out via LinkedIn (Account > Data Privacy) or Intercom dashboard.
5. Do Not Sell/Share: Via /do-not-sell (prevents any potential sharing).

If opted out, we use contextual (non-personalized) alternatives where possible.

Children

No cookies target children under 16.

Security

Cookies protected via HTTPS, secure flags, and HttpOnly where applicable. Aligned with our Security Overview (/security-overview).

Changes to This Policy

Updates posted here with revised date. Material changes notified via banner or email. Continued use post-update implies acceptance.

Contact

Questions? Email legal@thedataexperts.us or call +1 (888) 928-2070.

Address: 10 GlenLake Parkway, Suite 209, Atlanta, GA 30339, USA.

Links: [Privacy Policy](#) · [Do Not Sell/Share My Info](#) · [Data Rights Request](#) · [Impressum](#) · [Security Overview](#)

Footer Update Suggestion: Add "Cookie Policy · Cookie Preferences" to navigation/services list for consistency.