

Stratavor Cookie Policy

Version: 1.1

Effective date: October 27, 2025

Owner: Jamie Saveall (VP Operations, ESG & Compliance Lead)

Review cycle: Annual

1) Scope

This policy explains how Stratavor uses cookies and similar technologies on our website (hosted on HubSpot) and any Stratavor-branded web apps that link to it. It is written to align with UK PECR / ePrivacy and UK/EU GDPR.

2) Why we use cookies

We use cookies to:

- provide core site functionality and security,
- remember your settings (including your cookie choices),
- understand site usage and improve performance, and
- (if you consent) support marketing attribution and campaign effectiveness.

Our site runs on HubSpot with HubSpot's standard cookie settings. HubSpot acts as our sub-processor for the cookies it sets—see our Subprocessor Register for details.

3) Legal basis

- Strictly necessary cookies may be set without consent (lawful basis: legitimate interests and/or performance of a contract).

- All other cookies (preferences, analytics, marketing) are set only after you give consent via our banner or settings panel. You can withdraw or change consent at any time (see §7).

4) Consent management (banner)

On first visit we present a HubSpot consent banner with: Accept all, Reject non-essential, and Cookie settings (granular). We store a consent record containing your choices, banner version, timestamp, hashed IP, and user agent. We retain consent records for 24 months unless you ask us to delete sooner.

5) Cookies we set

The list below reflects HubSpot's standard setup. Names and durations can change as HubSpot evolves. We run a quarterly scan and update this page and our CMP configuration accordingly.

A. Strictly necessary (always active)

Cookie	Purpose	Typical duration
__hssc	Tracks session count for HubSpot session management	30 minutes
__hssrc	Determines if the visitor restarted their browser (session continuity)	Session
__hs_cookie_cat_pref	Remembers your cookie category choices so we can honor them	6 months
__hs_opt_out	Records that you opted out of non-essential cookies (prevents them from setting)	6 months
hs_ab_test	Routes traffic for A/B testing to ensure site stability	Session
(site session cookie, e.g., JSESSIONID or equivalent)	Core session/security for our app pages	Session

B. Preferences / functionality (consent)

Cookie	Purpose	Typical duration
__hs_do_not_track	Prevents tracking when enabled	6 months
hs_langswitcher_choice	Stores language selection	2 years
hs-messages-hide-welcome-message	Controls re-showing of chat welcome message	1 day
hs-messages-is-open	Saves chat widget open/closed state	30 minutes

C. Analytics / performance (consent)

Cookie	Purpose	Typical duration
__hstc	Main HubSpot visit tracking (domain, utk, timestamps)	6 months
hubspotutk	Visitor identifier for analytics and form deduplication	6 months

D. Marketing / attribution (consent; only if enabled)

Cookie	Purpose	Typical duration
__hs_initial_opt_in	Records initial banner state to manage re-prompting	7 days
messagesUtk	Identifies a visitor for chat flows and follow-ups	6 months
Third-party pixels (e.g., Meta/LinkedIn)	Campaign attribution / conversions	Varies by provider

We do not store payment card numbers or sensitive authentication data in cookies. Where third-party pixels or ad tools are enabled, those providers may set their own cookies; they control their own retention and use.

6) Third-party cookies & embedded content

If we embed third-party content (e.g., video, maps) or enable ad integrations, those services may place cookies on your device. These are blocked by default and will only run after you opt-in via Cookie settings.

7) How to change or withdraw consent

Use the Cookie settings link in our footer at any time to review or change your choices, or select Reject non-essential to withdraw consent. Clearing cookies in your browser will also remove stored preferences (including opt-outs).

To make a data request related to cookies (access or deletion), email privacy@stratavor.com. We'll respond within the timelines in our Data Retention & Deletion Schedule.

8) Data retention (cookie-related)

- Consent records: 24 months
- Aggregated analytics reports: up to 13 months
- Diagnostic/error logs linked to cookies: 180 days with PII redaction thereafter

9) Our review cadence

We perform a cookie and third-party script scan quarterly, and after material front-end changes. Any new cookie requires product + privacy approval and will be added to our CMP before deployment.

10) Changes to this policy

We will update this policy when our cookie use or providers change. Material changes will carry a new “Last updated” date and may trigger a re-prompt for consent where required.

11) Questions & escalation

Questions? Email privacy@stratavor.com

If unresolved, you may contact your local supervisory authority, such as the UK ICO or the Data Protection Commission (Ireland).