

Cookie Policy

keyspot GmbH

V1.2, effective date: July 2nd, 2025

This Cookie Notice applies to the websites accessible under <https://www.keyspot.ai>.

1. Introduction

keyspot respects your privacy and is committed to protecting your personal data. This Cookie Policy explains how and why cookies and similar technologies are used by our website "keyspot.ai" to improve your browsing experience and ensure the functionality of our services. By using our website, you agree to the use of cookies in accordance with this policy and your individual consent.

2. What are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, tablet, etc.) by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

3. Use of Cookies

Our website uses cookies and similar technologies to:

- **Enhance Security:** Authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized access.
- **Session Management:** Maintain your session and preferences for a smoother and more personalized experience.
- **Performance Optimization:** Improve website performance through caching and load balancing.
- **User Engagement & Personalization:** Log how you interact with our website, track site usage, and tailor website content and features based on your settings and engagement history
- **Advertising & Analytics:** Given your explicit consent, measure the effectiveness of advertising campaigns and personalize ads.

Cookies used on this website are set either by us or by third-party providers such as **Wix**, **CCM19**, **Google**, and **Google Analytics**, based on your consent and usage of our services.

Cookies and Storage Technologies Utilized Before User Login and Before Explicit Consent:

- **bSession**: Used for session management and system performance tracking. Expires after 24 hours.
- **client-session-bind**: Binds client sessions for improved session handling. Lasts for the duration of the session.
- **hs**: Used for server session binding and security. Session-based.
- **server-session-bind**: Manages server-side sessions. Session-based.
- **ssr-caching**: Optimizes performance through server-side rendering cache. Expires after 24 hours.
- **svSession**: Identifies unique visitors and manages session data. Expires after 6 months.
- **XSRF-TOKEN**: Protects against cross-site request forgery attacks. Session-based.
- **consent-policy**: Stores your cookie consent preferences after you have interacted with our cookie banner. Expires after 1 year.
- **ucString (LocalStorage)**: Stores your consent state and preferences for cookie usage. Stored persistently in your browser.
- **ucData (LocalStorage)**: Stores detailed data about your consent configuration. Stored persistently in your browser.
- **mpaSessionId (SessionStorage)**: Stores a temporary session identifier for visit tracking during the session. Deleted when the browser tab is closed.

Cookies utilized after user login:

- **JWT-Auth**: Stores the access token used to maintain a secure session. Lasts for the duration of a session.
- **CSRF**: Protects against cross-site request forgery attacks. Session-based.
- **XSRF-TOKEN**: Enhances CSRF protection. Session-based.
- **JWT-Auth-Refresh**: Stores the refresh token used to extend the session without re-authentication. Persistent.

Cookies utilized for advertising and analytics (subject to consent):

The following cookies are used only if you provide explicit consent via the cookie banner. They comply with GDPR and Google's EU User Consent Policy:

- **ad_storage**: This is a consent type for storing ad-related data, such as frequency capping and fraud prevention. The actual Google cookies (e.g., `__gads`, `IDE`) typically last up to 13 months (for EEA/UK) or 24 months (elsewhere).
- **ad_personalization**: This is a consent type for personalized advertising. Related Google cookies (e.g., `IDE`, `ANID`) often last up to 13 months (for EEA/UK) or 24 months (elsewhere).

- **ad_user_data:** This is a consent type for collecting user-level data for advertising purposes. Related Google cookies may vary in duration, but typically last up to 13 months (for EEA/UK) or 24 months (elsewhere).
- **analytics_storage:** This is a consent type for storing data for website analytics. The primary Google Analytics cookie `_ga` typically lasts for 2 years, while `_gid` lasts for 24 hours.

These cookies are non-essential and are not set unless you have given your explicit consent.

Consent Requirement

Cookies necessary for the basic functionality of our website — such as those related to security and session management — are automatically set and do not require user consent under applicable privacy laws.

All non-essential cookies, including those for advertising, analytics, and personalization, are only activated after you provide explicit consent via the cookie banner. Consent preferences are handled via the Consent Management Platform, powered by CCM19.

4. Managing Cookies

While necessary cookies are essential for our website to function, you have control over the use of cookies through your browser settings. Most web browsers allow some control of most cookies through the browser settings.

You can manage your cookie preferences at any time via the cookie banner by clicking the “Cookie Icon” available at the bottom left corner of our website. This allows you to modify or withdraw your consent at any time. This will not affect the lawfulness of any data processing that took place while your consent was in effect.

For information, including details on cookie providers, any international data transfers and the safeguards in place, please refer to the options available within our cookie banner settings.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org. Please note, however, that if you disable cookies, you may not be able to use all the functionalities of our website.

5. Changes to Our Cookie Policy

We may update this Cookie Policy from time to time in response to changing legal, technical, or business developments. When we update our Cookie Policy, we will take appropriate measures to inform you, consistent with the significance of the changes we make.

If you make a request, we have one month to respond to you. If you would like to exercise any of the rights, please contact us at our email info@keyspot.ai