

PepperSprint Cookie Policy

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1 Introduction

This Cookie Policy explains how PepperSprint ("PepperSprint", "we", "our", or "us") uses cookies and similar technologies on our website.

By continuing to use our website, you acknowledge that cookies may be used as described in this policy, subject to your preferences where required by applicable law.

For information about how we process personal data, please refer to our **Privacy Policy**.

2 What Are Cookies?

Cookies are small text files placed on your computer, tablet, or mobile device when you visit a website. They allow websites to function properly, remember your preferences, improve user experience, and provide analytical information.

Cookies may be:

- **Session Cookies** – deleted when you close your browser.
- **Persistent Cookies** – remain on your device until they expire or are deleted.

3 Why We Use Cookies

PepperSprint uses cookies to:

- Ensure the website functions correctly.
- Remember your preferences.
- Improve website performance.
- Analyse visitor behaviour.
- Maintain website security.
- Improve our services.
- Measure the effectiveness of our marketing activities (where applicable).

4 Types of Cookies We Use

Essential Cookies

These cookies are necessary for the operation of our website and cannot be disabled through our cookie preference settings.

Examples include:

- Session management

- Security
- Load balancing
- Cookie preference storage
- Website functionality

Analytics Cookies

Analytics cookies help us understand how visitors use our website so that we can improve performance and user experience.

Examples may include:

- Number of visitors
- Pages viewed
- Time spent on pages
- Navigation paths
- Device types
- Browser information

These cookies collect aggregated information wherever possible.

Examples of analytics providers may include:

- Google Analytics
- Microsoft Clarity
- Plausible Analytics

(Only those services actually implemented on the website should be listed.)

Functional Cookies

These cookies remember choices you make, such as:

- Language preferences
- Region selection
- Form preferences
- User interface settings

These cookies improve your browsing experience.

Marketing Cookies

Where applicable, marketing cookies may be used to:

- Measure advertising performance
- Display relevant advertisements
- Track campaign effectiveness
- Enable remarketing

Examples may include:

- LinkedIn Insight Tag
- Google Ads
- Meta Pixel

Marketing cookies are only placed where you have provided consent, where required by law

5 Third-Party Cookies

Some cookies are placed by trusted third-party providers that assist PepperSprint in operating and improving our website.

Depending on the services we use, these providers may include:

- Google
- Microsoft
- LinkedIn
- HubSpot
- Cloudflare

These third parties have their own privacy and cookie policies.

PepperSprint does not control third-party cookies.

6 Managing Cookies

You may manage or disable cookies through:

- Your browser settings
- Our cookie consent banner (where available)

Please note that disabling certain cookies may affect the functionality of the website.

7 Browser Controls

Most browsers allow you to:

- View stored cookies
- Delete cookies
- Block all cookies
- Block cookies from specific websites
- Receive notifications before cookies are stored

For instructions, please refer to your browser's help documentation.

8 Consent

Where required by applicable law, PepperSprint will request your consent before placing non-essential cookies on your device.

You may withdraw or modify your consent at any time using our cookie preferences.

9 Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect:

- Changes in legislation
- New technologies
- Changes to our website
- Changes to our services

The updated version will always be published on this page with the latest revision date.

10 Contact Us

If you have any questions regarding our use of cookies, please contact us.

PepperSprint

Email: privacy@peppersprint.com

Website: <https://www.peppersprint.com>

Appendix A – Cookies Currently Used

The table below lists the cookies currently used on the PepperSprint website.

Cookie Category Purpose		Required	Typical Retention
Essential	Website functionality and security	Yes	Session to 12 months
Analytics	Website usage statistics	No	Up to 24 months
Functional	Remember user preferences	No	Up to 12 months
Marketing	Advertising and campaign measurement	No	Up to 24 months