

Cookie Policy

Last updated: 23 September 2025

Our website <https://reqwire.io> (the “Website”) uses cookies and similar technologies to distinguish you from other users, help the site work properly, improve performance, and personalize content. This Policy explains what these technologies are, why we use them, and how you can control them. It supplements our Privacy Policy available on the Website.

Questions? Email support@reqwire.io.

1) What are cookies and how do we use them?

Cookies are small text files placed on your device when you visit a website. They can be session (deleted when you close your browser) or persistent (stay until they expire or you delete them). We also use similar technologies such as local storage, pixels/web beacons, and SDKs.

We use cookies to:

- make the Website function (e.g., security, page navigation, account login);
- remember your settings and preferences;
- understand how the site is used to improve performance and content;
- (if you consent) measure campaigns and personalize content/ads.

You can block cookies in your browser settings. If you block strictly necessary cookies, some parts of the Website may not work.

2) Types of cookies we use

a) Strictly Necessary

Required for core functionality and security (e.g., session management, consent logging, bot mitigation, load balancing). These cannot be switched off in our systems.

b) Performance/Analytics

Help us understand visits and usage (e.g., pages viewed, time on page, errors) so we can improve the Website.

c) Functional

Remember choices (e.g., language, region) and enhance features.

d) Targeting/Advertising (if enabled)

Record your visit, pages viewed, and links followed to make content and ads more relevant to your interests. May be set by us or by third parties.

e) Social Media & Embedded Content

Enable sharing buttons, embedded media, and widgets. These third parties may set cookies and track your activity across sites.

f) Testing & Personalization

Support A/B testing and UI experiments to deliver a consistent experience while we evaluate improvements.

All cookies except those strictly necessary are set only after you have provided affirmative consent through our Cookie Banner or Settings manager.

A current, detailed list of cookies (name, provider, purpose, type, retention period) is maintained in the “Cookie Settings” banner and forms part of this Policy.

Cookie	Provider	Purpose	Type	Duration
_ga	Google Analytics	Tracks user behavior for A/B testing and UX personalization	Analytics	2 years
_gid	Google Analytics	Distinguishes users to measure interaction and performance	Analytics	24 hours
_gat	Google Analytics	Throttles request rate to limit data	Analytics	1 minute

		collection on high-traffic sites		
optimizelyEndUserId	Optimizely	Stores the visitor's unique identifier to support A/B testing	Performance	6 months
ajs_user_id	Segment / Analytics.js	Tracks signed-in users for product analytics and testing	Functional	1 year
_EDGE_V	Bing Webmaster Tools	Used by Microsoft Bing to collect anonymous user data for SEO performance	Functional	1 year

3) Managing cookies (your choices)

- Consent Manager: You can set or change your preferences anytime via our cookie banner or "Cookie Settings" link in the site footer. You cannot disable strictly necessary cookies via the banner.
- Browser Controls: Block or delete cookies via your browser (see Help menu). Note: blocking all cookies may break site features.
- Do Not Track: Our Website currently does not respond to DNT signals.
- Mobile Advertising IDs: Reset or limit ad tracking in your device settings (iOS/Android).

4) Cookies we set (illustrative)

Site Preferences (Functional)

Stores your consent choices and interface settings so we remember them on return visits.

Session & Security (Strictly Necessary)

Maintains your session, protects against fraud/abuse, and ensures requests come from you.

Analytics (Performance/Analytics)

Measures traffic and usage patterns to improve the Website (see Google Analytics below).

Exact cookies and durations may change as we improve the Website; your cookie banner will reflect the current set and purposes.

5) Third-party cookies & embedded content

Some cookies are set by trusted third parties that provide functionality (hosting/CDN, analytics, media embeds, social sharing, A/B testing, support widgets). These parties may track your activity across websites in accordance with their own policies. We don't control their cookies. Review their notices and adjust preferences in our banner and/or your browser.

6) Google Analytics

We use Google Analytics to help analyze how visitors use the Website. Where enabled, Google Analytics sets cookies and collects usage data (e.g., pages visited, time on site, referring pages). We implement IP anonymization so your IP address is shortened before storage/processing.

- More info: support resources on Google Analytics and privacy
- Opt-out browser add-on: search "Google Analytics opt-out add-on" from Google

You can also disable Analytics in our cookie banner.

7) Data retention

Information collected via cookies is retained only as long as necessary for the purposes described (e.g., session duration for strictly necessary cookies; limited windows for analytics/ads as configured). See our Privacy Policy for how we process personal data generally.

Information collected via cookies is retained for the specific lifetime of each cookie as shown in the Cookie Table, and then deleted or anonymized.

8) Your rights (GDPR/EEA)

If you are in the EU/EEA (or similar jurisdictions), you may have rights of access, correction, deletion, objection, restriction, and portability regarding personal data processed via cookies (subject to legal limits). To exercise rights or ask questions, contact support@reqwire.io.

We honor browser-based Global Privacy Control (GPC) signals as an opt-out of targeted advertising cookies for users in jurisdictions that recognize GPC.

9) Updates to this Policy

We may update this Cookie Policy to reflect changes in technologies, law, or our practices. We will post the latest version on reqwire.io and update the “Last updated” date above. Material changes may be highlighted via the banner or on-site notice.

10) Contact

Questions about cookies or this Policy?

support@reqwire.io