

# Cookie Policy

**Effective Date:** June 11, 2026 **Version:** 2026-07-07.v1 **Last modified at:** 2026-07-07 06:07 UTC

This Cookie Policy explains how **Loyvel** ("Loyvel", "we", "us", or "our") uses cookies and similar technologies on our pre-launch website and waitlist (the "Site"), and the choices you have.

Loyvel is currently **in development and pre-launch**, with the platform expected to launch on **December 1, 2026**. Until then, the Site operates as a marketing and lead-generation page. We keep our use of cookies deliberately minimal, and this policy should be read together with our Privacy Policy, which explains how we handle personal data more broadly.

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## 1. What are cookies

Cookies are small text files that a website places on your device (computer, tablet, or phone) when you visit. They are widely used to make websites work, to make them work more efficiently, and to provide information to the site's operators.

Alongside cookies, websites can use similar technologies such as localStorage, sessionStorage, pixels, and software development kits ("SDKs"). In this policy, we refer to all of these collectively as "cookies".

Cookies can be:

- **First-party cookies** - set by the site you are visiting (in our case, Loyvel).
- **Third-party cookies** - set by a domain other than the one you are visiting, for example an embedded analytics or advertising provider.

They can also be:

- **Session cookies** - temporary cookies that are deleted when you close your browser.
  - **Persistent cookies** - cookies that remain on your device until they expire or you delete them.
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## 2. How we use cookies

We use two kinds of cookies on the Site:

- **Strictly necessary cookies** - required for the Site to function securely and to remember essential choices, such as your cookie preferences and short-lived security tokens. These are always active and do not require your consent.
- **Analytics cookies** - used to understand how visitors find and use the Site so we can improve it. For this we use **Google Analytics**, a service provided by Google. Analytics cookies are only set **after you give consent** through our cookie banner, and you can withdraw that consent at any time.

We do **not** use advertising or targeting cookies, we do **not** use cookies to build a marketing profile of you or to serve you ads, and we do **not** sell your personal data.

If we introduce further categories of cookies in the future, we will update this policy and, where the law requires it, ask for your consent before those cookies are set.

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## 3. Types of cookies and how they may be used

The table below describes the standard categories of cookies and which ones we use. The categories

we do not currently use are listed for transparency and describe how we may use cookies as Loyvel grows toward launch.

| Category                | Purpose                                                                                                                                                                                   | Do we use them today? | Consent needed? |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------|
| Strictly necessary      | Enable core functionality such as security, network management, remembering your cookie choices, and protecting forms against abuse. The Site cannot function properly without them.      | Yes                   | No              |
| Performance / analytics | Help us understand how visitors use the Site by collecting information such as which pages are visited and how the Site performs, so we can improve it. We use Google Analytics for this. | Yes                   | Yes             |
| Functional              | Remember choices you make (such as language or region) to give you a more personalised experience.                                                                                        | No                    | Yes             |
| Targeting / advertising | Build a profile of your interests to show you relevant advertising on or off the Site, and measure the effectiveness of campaigns.                                                        | No                    | Yes             |

Where a cookie is not strictly necessary, we will only set it after you have given consent, and you can withdraw that consent at any time.

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## 4. Third-party cookies

We use **Google Analytics**, provided by Google, to measure and analyse how the Site is used. When you consent to analytics cookies, Google may set cookies and receive information about your visit - such as the pages you view, how you interact with the Site, approximate location derived from your IP address, and device and browser details - acting as our analytics processor. Google may process this information on servers located outside the European Economic Area, including in the United States, under appropriate safeguards such as the EU Standard Contractual Clauses and/or the EU-US Data Privacy Framework. You can read more in Google's own privacy and cookie documentation.

Apart from Google Analytics, we do **not** allow third parties to set advertising or social-media tracking cookies through our Site. WhatsApp and Instagram are listed on our Site only as ways to contact us; following those links takes you to services operated by third parties who have their own cookie and privacy policies, which we do not control.

If we add further third-party services in the future, we will name them here and, where required, obtain your consent first.

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## 5. How long cookies last

The retention period depends on the type of cookie:

- **Session cookies** are deleted automatically when you close your browser.
  - **Persistent cookies** remain on your device until they expire or you delete them. Where we use a persistent cookie to remember your cookie preferences, it is kept only for as long as needed to honour that choice.
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## 6. Cookies and your personal data

Some cookies may collect information that can identify you or your device (for example, an identifier stored to remember your preferences). Where cookie data constitutes personal data, it is handled in line with our Privacy Policy, including the legal bases, retention, and your rights described there.

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## 7. Changes to this policy

As Loyvel develops toward launch, our use of cookies may change. We will update this policy and revise the "Effective Date" and "Version" above when we do. Material changes, such as introducing analytics or advertising cookies, will be communicated where appropriate, and we will ask for consent where the law requires it.

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## 8. Contact

Questions about this Cookie Policy or your data:

- **Loyvel**
- **Email:** [hello@loyvel.com](mailto:hello@loyvel.com)