

SeekR

Cookie Policy

<https://seek-r.world>

Effective Date: April 4, 2026 **Last Updated:** April 4, 2026

This Cookie Policy explains how SeekR (“we”, “us”, “our”), operated via the website <https://seek-r.world>, uses cookies and similar technologies when you visit our website. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile) when you visit a website. They are widely used to make websites work efficiently and to provide information to site owners.

Similar technologies include sessionStorage and localStorage, which store data in your browser for the duration of a session or persistently.

2. Why Do We Use Cookies?

We use cookies and similar technologies for the following reasons:

- **To remember your cookie consent preferences** so we do not ask you repeatedly
- **To understand how visitors use our website** so we can improve the experience
- **To record session replays and heatmaps** to identify usability issues
- **To log your consent decisions** as required under GDPR for accountability

3. Cookie Categories

We group cookies by purpose. You can manage your preferences via the cookie banner that appears on your first visit, or at any time by clicking “Manage Cookies” in the website footer.

3.1 Strictly Necessary Cookies

These cookies are essential for the website to function. They cannot be switched off. They are set in response to actions you take, such as setting your privacy preferences or filling in forms.

Cookie Name	Provider	Purpose	Duration
seekr_consent	SeekR (first-party)	Stores your cookie consent preferences (which	1 year

		categories you accepted or rejected)	
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Session storage (not an HTTP cookie):

Key	Provider	Purpose	Duration
seekr_session_id	SeekR (first-party)	A random identifier for your browsing session, used to link your consent actions in our audit log	Session (cleared when you close the browser)

3.2 Analytics Cookies

These cookies allow us to count visits and understand how visitors navigate the website, so we can improve it. They are only set if you consent to the “Analytics” category. All analytics data is processed through Google Tag Manager, which only loads after you give consent.

Cookie Name	Provider	Purpose	Duration
_ga	Google Analytics (via GTM)	Distinguishes unique users by assigning a randomly generated number	2 years
ga<container-id>	Google Analytics (via GTM)	Persists session state	2 years
_gid	Google Analytics (via GTM)	Distinguishes unique users	24 hours
_gat	Google Analytics (via GTM)	Throttles request rate	1 minute
_clck	Microsoft Clarity (via GTM)	Persists the Clarity user ID and preferences	1 year
_clsk	Microsoft Clarity (via GTM)	Connects multiple page views by a user into a single session recording	1 day
CLID	Microsoft Clarity (via GTM)	Identifies the first-time Clarity saw this user on any site	1 year
ANONCHK	Microsoft Clarity (via GTM)	Indicates whether MUID is transferred to ANID (used for advertising — only if ad_storage is granted)	10 minutes
MR	Microsoft Clarity (via GTM)	Used to collect information for analytics purposes	6 months
SM	Microsoft Clarity (via GTM)	Synchronises the MUID across Microsoft domains	Session

What analytics data we collect:

When you consent to analytics, the following events may be tracked:

- Page views (which pages you visit)
- Session recordings and heatmaps (how you interact with the page — scrolling, clicking)

Google Consent Mode v2: We implement Google Consent Mode v2 with all storage types defaulting to “denied”. Google tags will not read or write cookies until you explicitly grant consent.

3.3 Marketing Cookies

We do not currently use any marketing cookies. This category exists in our consent framework for potential future use. No marketing cookies are set and no advertising data is collected.

4. Third-Party Services

The following third-party services may process your data when you consent to the relevant cookie category:

4.1 Google Tag Manager (GTM)

- **Provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland
- **Purpose:** Tag management system that controls when and how analytics scripts load based on your consent preferences
- **Data processed:** IP address (when the GTM script loads), page URL, browser information
- **Privacy policy:** <https://policies.google.com/privacy>
- **Consent category:** Loads only when you consent to Analytics

4.2 Google Analytics 4 (GA4)

- **Provider:** Google Ireland Limited
- **Purpose:** Web analytics to understand how visitors use the website
- **Data processed:** Pages visited, session duration, device type, browser type, approximate location (derived from IP, which is anonymised)
- **IP anonymisation:** Enabled. Google Analytics does not store your full IP address.
- **Data retention:** 14 months (configurable in GA4 settings)
- **Privacy policy:** <https://policies.google.com/privacy>
- **Consent category:** Analytics

4.3 Microsoft Clarity

- **Provider:** Microsoft Corporation, One Microsoft Way, Redmond, WA 98052, USA
- **Purpose:** Session recordings, heatmaps, and behavioural analytics to understand how visitors interact with the website
- **Data processed:** Mouse movements, clicks, scroll depth, page content (personal data in form fields is automatically masked)
- **Data location:** Data is processed on Microsoft Azure infrastructure. Microsoft complies with the EU-US Data Privacy Framework.
- **Privacy policy:** <https://privacy.microsoft.com/privacystatement>
- **Clarity terms:** <https://clarity.microsoft.com/terms>
- **Consent category:** Analytics

4.4 Cloudflare Turnstile

- **Provider:** Cloudflare, Inc., 101 Townsend St, San Francisco, CA 94107, USA
 - **Purpose:** Bot detection and spam prevention on our email subscription form. This is a strictly necessary service for the security of the website.
 - **Data processed:** IP address, browser characteristics (used only for the challenge verification, not stored by us)
 - **Privacy policy:** <https://www.cloudflare.com/privacypolicy/>
 - **Consent category:** Strictly Necessary (does not require consent)
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5. Consent Logging

To comply with GDPR accountability requirements (Article 7(1)), we log each consent decision you make. The following data is recorded:

- **Session ID:** A random identifier for your browsing session
- **IP address:** Your IP address at the time of the consent action
- **User agent:** Your browser type and version
- **Consent choices:** Which categories you accepted or rejected
- **Action type:** Whether you accepted all, rejected all, customised preferences, or revoked consent
- **Timestamp:** When the decision was made
- **Consent version:** The version of our consent categories presented to you

This data is stored in our database and is used solely to demonstrate that valid consent was obtained, as required by law. It is not used for marketing or profiling purposes.

6. How to Manage Your Cookies

6.1 Via Our Cookie Banner

When you first visit our website, a cookie consent banner appears at the bottom of the page. You can:

- **Accept All** — enables all cookie categories
- **Reject All** — only strictly necessary cookies remain active
- **Customise** — choose which categories to enable or disable

6.2 Via the Website Footer

You can change your preferences at any time by clicking the “Manage Cookies” link in the website footer. This re-opens the consent banner so you can update your choices.

6.3 Via Your Browser Settings

Most web browsers allow you to control cookies through their settings. You can:

- View what cookies are stored on your device
- Delete individual or all cookies

- Block cookies from specific or all websites
- Set your browser to notify you when a cookie is being set

Please note that blocking all cookies may affect the functionality of some parts of the website.

Browser-specific instructions:

- **Chrome:** Settings > Privacy and Security > Cookies
 - **Firefox:** Settings > Privacy & Security > Cookies and Site Data
 - **Safari:** Preferences > Privacy > Manage Website Data
 - **Edge:** Settings > Cookies and Site Permissions
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7. Data Transfers Outside the EU/EEA

When you consent to analytics cookies, data may be transferred to Google's servers. Google LLC participates in the EU-US Data Privacy Framework. We have implemented Google Consent Mode v2, which means Google tags do not read or write cookies until you grant consent. Additionally, IP anonymisation is enabled in Google Analytics.

Microsoft Clarity processes data on Microsoft Azure infrastructure. Microsoft Corporation participates in the EU-US Data Privacy Framework and maintains Standard Contractual Clauses (SCCs) for international data transfers.

Cloudflare processes Turnstile challenge data through its global network, including servers in the US. Cloudflare operates under Standard Contractual Clauses (SCCs) for data transfers.

8. Your Rights Under GDPR

Under the General Data Protection Regulation (GDPR), you have the right to:

- **Access** the personal data we hold about you
- **Rectify** inaccurate personal data
- **Erase** your personal data (“right to be forgotten”)
- **Restrict** processing of your personal data
- **Object** to processing based on legitimate interests
- **Data portability** — receive your data in a structured, machine-readable format
- **Withdraw consent** at any time without affecting the lawfulness of processing based on consent before its withdrawal

To exercise any of these rights, contact us at: ritwik@seek-r.life

You also have the right to lodge a complaint with your local data protection authority.

9. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for legal, operational, or regulatory reasons. When we make changes, we will update the “Last Updated” date at the top of this page. If we make material changes, we will reset your

consent preferences so the cookie banner reappears, giving you the opportunity to review and update your choices.

10. Contact Us

If you have questions about our use of cookies or this policy, contact us at:

SeekR

Email: ritwik@seek-r.life

Website: <https://seek-r.world>

For privacy-related inquiries, please also refer to our [Privacy Policy](#) and [Terms & Conditions](#).