

Cookie Policy



Version 1 – last updated 13 June 2025

Crackle Energy Limited, trading as **Crackle AI** ("we", "us", "our") respects your privacy and is committed to being transparent about the technologies we use. This Cookie Policy explains what cookies are, which ones we place on your device when you visit **crackleai.co.uk** (the "Site"), why we use them, and the choices you have.

1. What are cookies?

Cookies are small text files that are downloaded to your browser, computer, or mobile device when you visit a website. They serve a variety of functions, such as enabling the website to remember your preferences, measuring how you use the site, and showing you personalised content.

For simplicity, we refer to all similar tracking technologies (e.g. pixels, local storage, SDKs) as "cookies" in this policy.

2. Why do we use cookies?

We use cookies to:

1. **Make the Site work properly** (e.g. log-in, shopping-cart, language settings).
2. **Understand how visitors engage** with pages so we can improve performance and usability.
3. **Provide enhanced functionality** such as live chat, embedded video, or social-media sharing.
4. **Deliver relevant marketing** for our products and measure the effectiveness of our campaigns.

We do **not** use cookies to collect sensitive categories of personal data (e.g. health or ethnicity) or to engage in automated decision-making that produces legal effects.

3. Legal basis for processing

Under the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR):

- **Strictly necessary cookies** are processed on the basis of our **legitimate interest** in operating a functional website (Article 6(1)(f) UK GDPR).
 - **All other cookies** (analytics, functional, advertising, etc.) are placed **only with your consent** (Article 6(1)(a) UK GDPR), which you may withdraw at any time via our Cookie Settings tool or your browser.
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4. Cookies we set

Below is a plain-text inventory of the cookies currently used on the Site. We update this list within 24 hours of any change deployed to production.

- **crackle_session**
 - *Provider:* crackleai.co.uk
 - *Purpose:* Maintains your session after log-in and balances load across servers.
 - *Expiry:* Session
 - *Category:* Strictly necessary
- **cookie_consent_status**
 - *Provider:* crackleai.co.uk
 - *Purpose:* Stores your cookie preferences so the banner doesn't reappear.
 - *Expiry:* 12 months
 - *Category:* Strictly necessary
- **_ga** and **_gid**
 - *Provider:* Google Analytics
 - *Purpose:* Collects aggregated statistics on page views and traffic sources.
 - *Expiry:* 2 years (for _ga) / 24 hours (for _gid)
 - *Category:* Performance (analytics)
- **_fbp**
 - *Provider:* Facebook / Meta
 - *Purpose:* Delivers advertising and measures campaign performance.

- *Expiry*: 3 months
- *Category*: Targeting (advertising)
- **zapier_chatbot_session** (and related zapier_chatbot_* identifiers)
 - *Provider*: Zapier Chatbots
 - *Purpose*: Preserves the state of our embedded Zapier chatbot, ties messages to your current browsing session, and prevents duplicate form submissions.
 - *Expiry*: Session
 - *Category*: Functional

Third-party cookies set by embedded services (e.g. YouTube, LinkedIn) are governed by the respective providers' policies, which we do not control.

5. How can you control cookies?

- **Cookie Settings banner:** Click "Manage Cookies" in the footer or revisit the banner to customise categories or withdraw consent.
- **Browser settings:** Most browsers let you block or delete cookies via their privacy menus. See the *Help* section of Chrome, Firefox, Edge, Safari, or Opera for instructions.
- **Opt-out tools:** You can opt out of Google Analytics across all sites at <https://tools.google.com/dlpage/gaoptout> and from interest-based ads via <https://www.youronlinechoices.com/uk>.

Be aware that disabling certain cookies may affect the Site's functionality.

6. Changes to this policy

We may update this Cookie Policy to reflect changes in technology, legislation, or our business. Any changes will take effect when the revised policy is posted on this page. We will indicate the date of the latest revision at the top.

7. Contact

If you have questions about our use of cookies or your privacy rights, please contact our Data Protection Officer (DPO):

Email: contact@crackleenergy.co.uk

Post: DPO, Crackle Energy Ltd, 128 City Road, London EC1V 2NX, United Kingdom

If you remain dissatisfied, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO): <https://ico.org.uk> or telephone 0303 123 1113.

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