



LetsBe Biz — Cookie Policy

Draft — Requires Legal Review Before Publication

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1. LetsBe Biz — Cookie Policy

Version: 1.0 **Date:** February 26, 2026 **Authors:** Matt (Founder), Claude (Drafting) **Status:** Draft — Requires Legal Review Before Publication **Companion docs:** Privacy Policy v1.0, Terms of Service v1.0

Important: This Cookie Policy is a comprehensive draft covering the LetsBe Biz website and Hub application. It must be reviewed by qualified legal counsel before publication. It is not legal advice.

1.1 1. What Are Cookies?

Cookies are small text files that websites store on your device (computer, tablet, or phone) when you visit them. They serve various purposes — from keeping you logged in to helping us understand how visitors use our website. Similar technologies include local storage, session storage, and tracking pixels; this policy covers all of these.

1.2 2. How We Use Cookies

LetsBe uses a minimal, privacy-first approach to cookies. We categorize cookies into three groups, and only one group is set without your consent.

1.2.1 2.1 Strictly Necessary Cookies

These cookies are essential for the website and Hub to function. They cannot be disabled.

Cookie	Purpose	Duration	Set By
Session cookie	Keeps you logged into the Hub	Session (expires when you close the browser)	LetsBe
CSRF token	Protects against cross-site request forgery attacks	Session	LetsBe
Authentication state	Maintains your login across page loads in the Hub	Session or persistent (up to 30 days if “remember me” selected)	LetsBe
Cookie consent preference	Remembers your cookie consent choice	12 months	LetsBe

Cookie	Purpose	Duration	Set By
Region preference	Remembers your selected data center region	12 months	LetsBe

Legal basis: Strictly necessary for the provision of the service you requested (GDPR Art. 6(1)(b); ePrivacy Directive Art. 5(3) exemption).

1.2.2 2.2 Analytics Cookies

These cookies help us understand how visitors interact with our website. They are only set with your explicit consent.

Cookie	Purpose	Duration	Set By
Analytics session	Tracks page views and visitor behavior within a session	Session	Self-hosted analytics (Umami or equivalent)
Analytics visitor ID	Distinguishes unique visitors (anonymized)	12 months	Self-hosted analytics

What we use: We use self-hosted, privacy-focused analytics (planned: Umami). Unlike Google Analytics, our analytics tool:

- Runs on our own infrastructure (no data sent to third parties)
- Does not use fingerprinting
- Does not track across websites
- Anonymizes visitor data by default
- Complies with GDPR without requiring consent in some configurations — but we ask for consent anyway as a matter of respect

Legal basis: Consent (GDPR Art. 6(1)(a); ePrivacy Directive Art. 5(3)).

1.2.3 2.3 Marketing Cookies

These cookies help us measure the effectiveness of our email campaigns and marketing content. They are only set with your explicit consent.

Cookie	Purpose	Duration	Set By
Email campaign tracking	Identifies which email campaign brought you to the website	Session	LetsBe (via UTM parameters)

What we do NOT use:

- No third-party advertising cookies
- No social media tracking pixels (Facebook, LinkedIn, Twitter/X, etc.)
- No retargeting or remarketing cookies
- No cross-site tracking of any kind
- No data management platforms or ad exchanges

Legal basis: Consent (GDPR Art. 6(1)(a); ePrivacy Directive Art. 5(3)).

1.3 3. Your Choices

1.3.1 3.1 Cookie Consent Banner

When you first visit the LetsBe website, a cookie consent banner will appear with three options:

- **Accept all** — Enables all cookie categories (strictly necessary + analytics + marketing)
- **Reject all** — Only strictly necessary cookies are set (analytics and marketing are blocked)
- **Customize** — Opens a panel where you can enable or disable each category individually

Your choice is saved for 12 months. You can change your preferences at any time.

1.3.2 3.2 Changing Your Preferences

You can update your cookie preferences at any time by:

- Clicking the **“Cookie Settings”** link in the website footer
- Clearing your browser cookies (which resets the consent banner)
- Using your browser’s built-in cookie management tools

1.3.3 3.3 Global Privacy Control (GPC)

We honor the **Global Privacy Control** signal. If your browser sends a GPC signal (supported in Firefox, Brave, DuckDuckGo, and others), we treat it as an opt-out of all non-essential cookies, consistent with CCPA requirements and emerging EU regulatory guidance.

1.3.4 3.4 “Do Not Track” (DNT)

We also honor the **“Do Not Track”** browser header. When detected, non-essential cookies are not set, regardless of any prior consent.

1.3.5 3.5 Browser-Level Controls

Most browsers allow you to block or delete cookies through their settings. Note that blocking strictly necessary cookies may prevent the Hub from functioning correctly. Here are links to cookie settings for major browsers:

- [Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Edge](#)

1.4 4. Third-Party Cookies

We do not use third-party cookies. All cookies set on the LetsBe website and Hub are first-party cookies set by LetsBe. We do not embed third-party scripts, ad networks, social media widgets, or tracking pixels that would set their own cookies.

The only external service involved in payment processing (Stripe) operates on its own domain during checkout and sets its own cookies there — not on the LetsBe website.

1.5 5. Cookies in the Hub Application

When you are logged into the Hub (the LetsBe Biz application interface), the following cookies are used:

Cookie	Purpose	Duration
Session token	Maintains your authenticated session	Session or up to 30 days (“remember me”)
CSRF protection	Prevents cross-site request forgery	Session
UI preferences	Stores display preferences (theme, sidebar state)	Persistent (12 months)

These are all strictly necessary or functional cookies and do not require consent. No analytics or tracking cookies are set within the Hub application.

1.6 6. Data Retention for Cookie Data

Data	Retention
Cookie consent preference	12 months, then re-prompted
Analytics data (if consented)	24 months, then automatically purged
Session cookies	Deleted when browser session ends
Persistent cookies	Expire per the durations listed above

Analytics data is stored on our own infrastructure (self-hosted) and is never shared with third parties.

1.7 7. Changes to This Policy

We may update this Cookie Policy from time to time. When we make changes, we will update the “Version” and “Date” at the top of this document. For material changes (e.g., introducing new cookie categories or third-party cookies), we will reset the consent banner so you can make a fresh choice.

1.8 8. Contact

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

- Email: privacy@letsbe.solutions
- Or use the contact form on our website

For broader privacy questions, see our [Privacy Policy](#).

1.9 9. Open Questions (Internal — Remove Before Publication)

#	Question	Status	Notes
1	Analytics tool confirmation	Open	Planned: Umami (self-hosted). Confirm before publication.
2	Privacy/contact email	Open	Same as Privacy Policy — fill in when decided

#	Question	Status	Notes
3	Cookie banner implementation	Open	Choose provider: custom-built, Klaro, Cookiebot, or similar GDPR-compliant consent manager
4	GPC technical implementation	Open	Verify that the website and Hub respect Sec-GPC: 1 header
5	Stripe checkout cookies	Open	Verify whether Stripe Elements (embedded checkout) sets any cookies on letsbe.solutions domain or only on Stripe's domain

1.10 10. Changelog

Version	Date	Changes
1.0	2026-02-26	Initial draft. Three cookie categories (strictly necessary, analytics, marketing). Self-hosted analytics (Umami planned). No third-party cookies. GPC and DNT honored. Consent-first model with accept all / reject all / customize. Aligned with Privacy Policy v1.0 §12.

This document is a draft requiring legal review. It should not be published or relied upon as legal advice.