

# Genestack Cookie Notice

Effective from: 8 May 2026

Version v0.2

## 1. About this Notice

This Cookie Notice describes how Genestack Limited ("Genestack", "we", "us", "our") uses cookies and similar tracking technologies on the Genestack website (<https://genestack.com>). It supplements our Privacy Notice, which explains how we process personal data more generally and is available from the footer of every page on the Genestack website.

This Notice is issued under the UK General Data Protection Regulation (UK GDPR), the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR), and the Data (Use and Access) Act 2025.

## 2. What Are Cookies

Cookies are small text files that a website places on your device when you visit. They allow the website to recognise your device on subsequent visits, store your preferences, and collect information about how the website is used.

Where this Notice refers to "cookies", we also mean similar technologies including local storage, pixels, beacons and software development kits, where these are used to read or write information on your device.

## 3. How We Categorise Cookies

We use a Cookie Management Platform operated by Enzuzo Inc. to give you control over the cookies we set. Cookies are organised into four categories:

Category	What it covers	Consent required
Strictly Necessary / Functional	Cookies essential for the website to operate, including page loading, security, session continuity, and recording your cookie preferences.	No — always active
Preferences	Cookies that remember choices you make to enhance your experience (for example, language or content preferences).	Yes
Analytics	Cookies that help us understand how visitors use the website so we can improve performance and content.	Yes
Marketing	Cookies used by advertising and lead-tracking partners to measure the effectiveness of our marketing and to build audiences for relevant advertising.	Yes

Only Strictly Necessary cookies are set when you first visit our website. All other cookies are set only after you have given consent through our cookie banner.

## 4. Cookies in Use

The tables below list the cookies and similar technologies in use on our website by category. Where a cookie is set by a third party, the third party's privacy notice applies to data collected through it. We review this list periodically and update it as our use of cookies changes.

### 4.1 Strictly Necessary / Functional

Cookie	Provider	Purpose	Lifetime
cookies-functional	Genestack	Records that you allow strictly necessary functional cookies	12 months
cookies-preferences	Genestack	Records your preferences-cookie choice (true/false)	12 months
cookies-analytics	Genestack	Records your analytics-cookie choice (true/false)	12 months
cookies-marketing	Genestack	Records your marketing-cookie choice (true/false)	12 months
enzuzo session cookie	Enzuzo Inc.	Operates the cookie consent banner and stores its display state	Session
banner	Genestack	Records dismissal of in-page promotional banners (e.g. announcements)	1 day

### 4.2 Preferences

As at the effective date of this Notice, no Preferences cookies are set on the Genestack website. Where this changes, this Notice will be updated.

### 4.3 Analytics — set only with your consent

Cookie	Provider	Purpose	Lifetime
_ga	Google LLC	Distinguishes unique visitors for Google Analytics 4	24 months
_ga_ZY6QMW0VC	Google LLC	Persists session state for Google Analytics 4 (Genestack measurement ID)	24 months
_hjSessionUser_2252307	Hotjar Ltd	Identifies a unique Hotjar user across sessions	12 months

Cookie	Provider	Purpose	Lifetime
_hjSession_2252307	Hotjar Ltd	Identifies a Hotjar session	30 minutes
_hjFirstSeen	Hotjar Ltd	Identifies a new user's first session	Session
_hjAbsoluteSessionInProgress	Hotjar Ltd	Detects a user's first pageview session	30 minutes

Google Analytics privacy notice: <https://policies.google.com/privacy>. Hotjar privacy notice: <https://www.hotjar.com/legal/policies/privacy/>.

#### 4.4 Marketing — set only with your consent

Cookie	Provider	Purpose	Lifetime
bcookie	LinkedIn Ireland Unlimited Company	Browser identifier for LinkedIn Insight Tag	12 months
lidc	LinkedIn Ireland Unlimited Company	Routes data centre traffic for LinkedIn Insight Tag	1 day
li_gc	LinkedIn Ireland Unlimited Company	Stores LinkedIn user consent state for non-essential cookies	6 months
UserMatchHistory	LinkedIn Ireland Unlimited Company	LinkedIn ad targeting and audience building	30 days
AnalyticsSynchHistory	LinkedIn Ireland Unlimited Company	LinkedIn analytics measurement	30 days
Salesforce form-tracking cookies	Salesforce, Inc.	Tracks website interactions with our forms and associates them with subsequent customer engagement	Up to 24 months

LinkedIn privacy notice: <https://www.linkedin.com/legal/privacy-policy>. Salesforce privacy notice: <https://www.salesforce.com/company/legal/privacy/>.

## 5. Managing Your Cookie Preferences

You can change your cookie preferences at any time:

- **At the cookie banner** when you first visit our website.
- **Through the “Manage Cookies” link** in the website footer, available on every page.
- **By clearing cookies in your browser**, which will reset your preference and trigger the banner again on your next visit.

Withdrawing your consent will not affect the lawfulness of any processing carried out before withdrawal. After withdrawal, the cookies you have refused will not be set on

subsequent visits, although cookies already set may persist until they expire or you delete them through your browser.

## **6. Third-Party Cookies**

Some cookies are set by third parties, as identified in Section 4. Where this is the case, the third party is the data controller for the personal data they collect through their cookies, and their privacy notice applies. We have no control over the content of third-party cookies or how third parties use the data they collect, beyond the contractual arrangements we have with each provider. The links in Section 4 take you to each third party's privacy notice.

## **7. International Data Transfers**

The third-party providers identified in Section 4 may process your personal data outside the United Kingdom, including in the United States and the European Economic Area. Where this occurs, we and the third party rely on the transfer mechanisms described in Section 6 of our Privacy Notice.

## **8. Browser Settings**

Most modern browsers allow you to control cookies through browser settings, including blocking, deleting, and notifying you when a cookie is set. Browser-based controls operate in addition to the consent mechanism described in Section 5; they are not a substitute. If you block strictly necessary cookies through your browser, parts of the website may not function correctly.

## **9. Changes to This Notice**

We may update this Cookie Notice from time to time, including the cookie inventory in Section 4 as our use of cookies changes. The version and effective date at the top of this Notice show when this version came into force.

## **10. Contact**

Questions about this Cookie Notice should be directed to our Data Protection Officer at [privacy@genestack.com](mailto:privacy@genestack.com).