Datacrazy Cookie Policy

This Cookie Policy explains how **CRM DATACRAZY LTDA** ("Datacrazy") uses cookies and similar technologies on the datacrazy.io website and its pages (the "Site"), what information is collected, how long it is kept, who it is shared with and how you can manage your preferences. It supplements our Privacy Policy.

1. What are cookies?

Cookies are small text files that the websites you visit store in your browser to save browsing information. They can serve several purposes, such as keeping a session active, remembering your choices or measuring how the site is used.

We also use similar technologies, such as browser local storage (*localStorage*), *pixels* and *tags*, which work in a similar way. In this Policy, all of these technologies are referred to as "cookies".

Cookies can be:

- **First-party:** set by Datacrazy on the Site's domain.
- **Third-party:** set by other companies through the analytics, advertising and embedded content tools (such as videos and booking calendars) that we use on the Site.

2. Cookie categories and their purposes

We group cookies into four categories. Only strictly necessary cookies are enabled automatically. The other categories depend on your consent and are **disabled by default** until you accept them.

Category	Purpose	Requires consent?
Strictly necessary	Ensure the basic operation and security of the Site, such as storing your cookie preferences and keeping sessions in restricted areas.	No. Always active.
Functional	Enable features embedded in the Site, such as the calendar for booking demos and video playback.	Yes. Disabled by default.
Analytics and performance	Understand how visitors use the Site (pages viewed, clicks, scrolling and loading times) so we can improve it.	Yes. Disabled by default.
Advertising and marketing	Measure campaigns, identify where visits come from, attribute conversions, reward affiliate partners and show relevant ads. They may record your activity on other websites.	Yes. Disabled by default.

If you do not accept functional cookies, some features, such as the embedded calendar and videos, may not be displayed. In that case, you can still access them directly on the provider's website.

3. Cookies we use

The tables below list the cookies in use on the Site as of the date of this Policy, the information they collect and how long they are kept. The names and lifetimes of third-party cookies are set by their providers and may change; we will keep this list up to date.

3.1. Strictly necessary

Cookie	Provider	Purpose	Information collected	Retention
dc_cookie_consent	Datacrazy	Records your cookie choices so they are respected on future visits.	Categories accepted or rejected, date and time of the choice and version of this Policy.	12 months
sb-<project>-auth-token	Datacrazy (Supabase)	Keeps the team's authenticated session in the Site's restricted area (Central DC). Not used on public pages.	Session authentication token.	Length of the login session

3.2. Functional

Cookie	Provider	Purpose	Information collected	Retention
Cal.com cookies	Cal.com	Enable the embedded booking calendar used to schedule demos.	Technical booking session data and the information you enter in the calendar.	Set by the provider
Panda Video cookies	Panda Video	Enable playback of embedded videos and measure views.	Technical device data and playback statistics.	Set by the provider

3.3. Analytics and performance

Cookie	Provider	Purpose	Information collected	Retention
_ga, _ga_<ID>	Google Analytics 4	Distinguish visitors and sessions to produce Site usage statistics.	Random browser ID, pages viewed, date and time, source of the visit, device and browser type and approximate location.	Up to 2 years
_clck, _clsk, CLID	Microsoft Clarity	Record how visitors interact with pages to produce heatmaps and session replays.	Random browser ID, clicks, scrolling, cursor movements, pages viewed, device and browser type.	1 day to 1 year

The Site also uses Vercel Speed Insights to measure page loading times. This tool does not set cookies or identify visitors.

3.4. Advertising and marketing

Cookie	Provider	Purpose	Information collected	Retention
dc_landing_params (localStorage)	Datacrazy	Stores the source of the visit and passes it on to demo booking and CRM sign-up.	UTM parameters, ad click IDs (such as gclid and fbclid) and affiliate code.	30 days
dc_lt_<parameter>	Datacrazy (via Google Tag Manager)	Stores the most recent source of the visit as a fallback for the item above.	UTM parameters and ad click IDs.	30 days
_gcl_au and Google domain cookies	Google Ads	Measure conversions and the effectiveness of Google ads.	Ad click ID, browser ID and conversion events.	Up to 90 days

_fbp, _fbc	Meta (Facebook and Instagram)	Measure conversions and allow Datacrazy ads to be shown on Meta platforms.	Browser ID, ad click ID, pages viewed and events (such as bookings).	90 days
metrito_lead_id (localStorage) and Metrito cookies	Metrito	Identify the visit to attribute conversions to campaigns and send events to advertising platforms.	Visitor ID, pages viewed, source of the visit, IP address, browser data and conversion events.	Set by the provider
li_sugr, bcookie, lidc, UserMatchHistory, AnalyticsSyncHistory	LinkedIn	Measure conversions and allow Datacrazy ads to be shown on LinkedIn.	Browser ID, pages viewed and conversion events.	1 day to 1 year
OpenAI cookies	OpenAI	Measure conversions from ads shown on OpenAI platforms.	Browser ID and conversion events.	Set by the provider
rewardful.referral	Rewardful	Records the affiliate partner who referred the visit so the referral is credited to them.	Affiliate code and referral ID.	30 days

4. Retention period

Each cookie remains in your browser for the period stated in section 3 or until you delete it, whichever comes first. Data collected by third-party cookies is kept by the respective providers in accordance with their own policies.

The record of your consent choices is kept for 12 months. After that period, or when this Policy changes significantly, we will ask for your choice again.

5. Third parties that may receive data

When you accept the corresponding categories, the information collected by cookies may be shared with the following providers, which may process it outside Brazil:

Provider	Category	Privacy policy
Google (Google Analytics, Google Ads and Google Tag Manager)	Analytics and performance; Advertising and marketing	policies.google.com/privacy
Microsoft (Clarity)	Analytics and performance	privacy.microsoft.com
Meta (Facebook and Instagram)	Advertising and marketing	facebook.com/privacy/policy
LinkedIn	Advertising and marketing	linkedin.com/legal/privacy-policy
OpenAI	Advertising and marketing	openai.com/policies/privacy-policy
Metrito	Advertising and marketing	Available on the provider's website
Rewardful	Advertising and marketing	rewardful.com/privacy
Cal.com	Functional	cal.com/privacy
Panda Video	Functional	Available on the provider's website
Vercel	Analytics and performance	vercel.com/legal/privacy-policy
Supabase	Strictly necessary	supabase.com/privacy

Google Tag Manager is the tool that loads the analytics and advertising tags on the Site. It only fires each tag according to the categories you have accepted.

6. How to manage your preferences

On your first visit to the Site, we display a cookie banner with three options:

- **Accept all:** enables all cookie categories.
- **Reject non-essential:** keeps only strictly necessary cookies.
- **Manage preferences:** opens a panel describing each category, where you can individually enable or disable the Functional, Analytics and performance, and Advertising and marketing categories.

Until you make a choice, no non-essential cookies are enabled.

You can change your preferences at any time through the **"Cookie preferences"** link in the footer of every page of the Site. Changes take effect immediately.

We record each choice (categories accepted or rejected, date and time and version of this Policy) so that it is respected on later visits and to demonstrate consent when required.

7. How to withdraw your consent

You can withdraw your consent at any time, as easily as you gave it:

1. Click **"Cookie preferences"** in the Site footer.
2. Disable the categories you no longer wish to allow, or click **"Reject non-essential"**.
3. Save your preferences.

From the moment you withdraw consent, the corresponding tools are no longer loaded. Withdrawal does not affect the lawfulness of processing carried out before it. Cookies already stored may remain in your browser until they expire; to remove them immediately, delete them through your browser settings, as described in section 8.

8. How to block cookies in your browser

In addition to the preferences panel, you can block or delete cookies in your browser settings:

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

You can also limit personalized advertising through the providers' own tools:

- Google: My Ad Center and the Google Analytics opt-out browser add-on
- Meta: ad preferences
- LinkedIn: advertising preferences

If you block all cookies in your browser, including strictly necessary ones, the Site will not be able to store your preferences and the banner will be shown again on every visit.

9. Updates to this Cookie Policy

This Cookie Policy may be revised whenever we add or remove tools from the Site, or when there are legal changes. The date at the top of this document indicates the version in effect. When changes are significant, we will ask for your consent again.

If you have any questions about this Policy or the processing of personal data, please refer to our Privacy Policy.