Clarity AI Website - Cookie Policy

Last updated: 1 Dec 2025

This Clarity AI Website Cookie Policy ("**Cookie Policy**") explains how Clarity AI Europe S.L (EU representative) and Clarity AI, Inc. ("**Clarity**", "**we**", "**us**") use cookies and similar technologies (altogether, "**Cookies**") on our publicly accessible website located at https://go.clarity.ai (the "**Site**") to enhance your browsing experience, analyse traffic, and, where applicable, deliver personalized advertising.

If you have any questions about this Cookie Policy or our data protection practices, please contact us at privacy@clarity.ai.

What are Cookies?

We use the term "cookies" to refer to all technologies that store or access information on your device or browser, such as small text files (HTTP cookies), SDKs, pixels, or other tracking technologies. Cookies allow us to recognize your device and understand how you interact with our Site.

What Types of Cookies Do We Use?

We categorize cookies as follows:

By ownership:

- First-party cookies: Set by Clarity AI directly.
- Third-party cookies: Set by external services (e.g., analytics providers).

By lifespan:

- Session cookies: Deleted when you close your browser.
- Persistent cookies: Remain for a specified period (see table below).

By purpose and legal basis:

CLARITY AI

Type	Description	Legal Basis
Strictly necessary	Required for technical functionality, security, or to provide services explicitly requested by you.	Legitimate interest or performance of a contract
Analytics	Help us understand how visitors interact with our Site (e.g., page views, navigation patterns).	Consent (Article 6(1)(a))
Advertising	Used to deliver targeted advertising and measure its effectiveness.	Consent
Personalization	Adapt the Site experience based on your preferences (e.g., language).	Consent

Cookies We Use

Name	Type	Owner	Duration	Purpose	Opt-out / Settings
Google Analytics	Analytics	Google LLC (3rd party)	Persistent	Analyses Site usage	[Google opt-out](#)
Hotjar	Analytics	Hotjar Ltd (3rd party)	365 days	Tracks user behaviour and interactions	Via [browser settings](#)
LiveSession	Analytics	LiveSession Sp.z.o.o	Persistent	Session replay & analytics	Browser settings
Heap	Analytics	Heap Inc. (3rd party)	Persistent	Track user actions across the Site	Browser settings
Zendesk	Analytics	Zendesk, Inc. (3rd party)	Persistent	Support and user interaction tracking	Browser settings

How to Manage Your Cookie Preferences

You can control the use of non-essential cookies by:

1. Cookie Banner or Settings Panel: When you first visit our Site, we ask for your consent. You can update your preferences at any time via the cookie settings panel.

2. Browser Settings: You can block or delete cookies via your browser. However, blocking some cookies may affect Site functionality.

  - Chrome
  - Firefox
  - Safari
  - Edge

Note: Opt-out preferences are browser and device-specific.

Updates to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in law, technology, or our practices. We encourage you to review this page regularly.

Personal Data

Some cookies involve the processing of personal data. For more information about how we handle your personal data, including your rights, please refer to our Website Privacy Policy.