

PowerShift® Intelligence – Cookie Policy

Plain-Language Version – last updated May 16 2025

1. What's a “Cookie”?

A cookie is a tiny text file saved in your browser when you visit a website. It helps the site remember who you are and what you like so things run smoothly the next time you show up. We also use a couple of newer cousins—**local storage** and **session storage**—but we'll call them all “cookies” here.

2. Why We Use Them

Cookie Type	What It Does	Typical Lifespan*
Essential	Keeps you logged in, processes payments, loads pages faster	Up to 1 year
Preference	Remembers language, dark-mode, or form settings	6 months
Analytics	Helps us see which pages people like (we use privacy-friendly tools that strip IPs)	1 day–1 year
Marketing (very light)	Lets us know if a visitor came from a newsletter link so we can measure campaign success	30 days

*Exact lifespans may change if we switch vendors, but we keep them as short as practical.

3. Third-Party Cookies

Most cookies come straight from us, but a few are placed by trusted partners:

- **Stripe** – handles checkout and fraud detection
- **Postmark / ConvertKit** – tracks newsletter sign-ups and email link clicks
- **Plausible (or similar)** – privacy-friendly site analytics

We never allow third-party ad networks or creepy cross-site trackers.

4. Your Cookie Choices

1. **Banner consent.** The first time you visit, you'll see a banner with *Accept* and *Manage cookies* options.
2. **Disable in settings.** Most browsers let you block or delete cookies site-by-site. The service still works, but essentials (checkout, log-in) won't.
3. **Analytics opt-out.** Because we use cookieless or anonymized analytics, there's nothing extra to toggle—your identity is never tracked.

5. Changes to This Policy

We may tweak cookie use when we add new features. Material changes trigger a fresh banner so you can review.

6. Need Help?

Email privacy@powershiftintelligence.org and we'll get back within 2 business days.
