Lead Textor

LEGAL

Cookie Policy

The cookies and similar technologies used by LeadTextor.

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leadtextor.com

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This Cookie Policy explains what cookies and similar browser storage are used on the LeadTextor website and in the LeadTextor app, why we use them, and how you can control them. It is part of our Privacy Policy.

01 What Cookies and Similar Technologies Are

> **The short version.** We use a small number of cookies and browser storage items to keep you signed in, to remember simple preferences, to protect sign-up from automated abuse, to provide live support chat, and to understand how people use the website and the app so that we can improve them. We do not sell your information and we do not use cookies to show you advertising.

A cookie is a small text file that a website stores in your browser. Browsers also offer other storage, such as local storage, which keeps small items on your device. In this policy, “cookies” means both, unless we say otherwise. Some items are removed when you close your browser and some stay until they expire or you clear them.

This policy applies to the LeadTextor website at leadtextor.com and to the LeadTextor app, including when it is installed on your phone or computer as a web app.

02 The Cookies and Storage We Use

Purpose	What it does
Essential: sign-in and security	Keeps you signed in while you use the app, keeps your session secure and lets the app work correctly. The app cannot work without these.
Essential: bot protection	When you create an account or sign in, a bot check is shown to confirm that a person, and not an automated program, is using the form. The provider of this check may set its own cookies and receives limited technical information about your browser for this purpose.
Preferences	The app stores a few simple settings in your browser's local storage: whether you dismissed the prompt to install the app (**pwa_install_dismissed**), whether you chose not to see an urgent notice again (**dontShowUrgentAgain**), and your chosen contact list view (**contact_list_view**). These stay on your device and are not used to track you.
Support chat	The website and the app can show a live support chat window. The chat provider may set cookies so that your conversation continues if you reload the page, and receives the messages you send in the chat.

Purpose	What it does
Payments and fraud prevention	Our payment provider, Stripe, may set cookies or use similar technologies in the app to help process payments and detect and prevent fraud. They are used for security and fraud detection, not for advertising.
Analytics and session recording	We use Microsoft Clarity on the website and in the app. See Section 3.

We do not use advertising cookies, we do not run retargeting or remarketing, and we do not sell or share your information for advertising.

03 Microsoft Clarity

3.1 What it is. Clarity is a free analytics tool from Microsoft. It records how pages are used, for example where visitors click, how far they scroll and how they move between pages, and it can create replays of visits and heatmaps. We use it to find confusing screens, fix errors and improve the website and the app.

3.2 Where it runs. It runs on the LeadTextor website and in the LeadTextor app. When you are signed in to the app, a recording can be associated with your account so that we can understand and fix problems you report. We apply Clarity's masking settings so that the content of messages, contact details, phone numbers and similar sensitive text on your screen is hidden from recordings.

3.3 Cookies Clarity may set. Clarity may set the following cookies, some by us (first party) and some by Microsoft (third party):

Cookie	Purpose
_clck	Stores a user identifier and Clarity settings so that visits by the same browser are recognized.
_clsk	Connects the page views in one visit into a single session recording.
CLID	Identifies the first time Clarity saw this browser on any site that uses Clarity.
ANONCHK	Indicates whether a Microsoft advertising identifier (MUID) is being transferred to Clarity. It is not used for advertising by us.
MR	Indicates whether the identifier (MUID) should be refreshed.
MUID	A Microsoft identifier for the browser that Microsoft sets on its own sites and on sites that use its tools.
SM	Used to synchronize the MUID across Microsoft domains.

Microsoft processes Clarity data under its own terms and privacy statement. We use it only to understand and improve our Service, and not to build advertising profiles.

04 Your Choices

4.1 Browser controls. You can block or delete cookies in your browser settings, and you can clear local storage by clearing your site data. Each browser does this a little differently, so please check your browser's help pages. Blocking essential cookies will stop you from signing in or using the app.

4.2 Analytics. If you do not want your visits to be included in analytics, you can block the Clarity cookies and scripts with your browser settings or with a browser extension that blocks trackers. The website and the app will continue to work.

4.3 Do Not Track and similar signals. Browsers differ in how they send a “Do Not Track” or global privacy signal, and there is no common standard for responding to it. Where the law requires us to honor a recognized opt-out preference signal, we do so.

4.4 Cookie notice. LeadTextor is offered to businesses in the United States, where a cookie consent banner is generally not required. By using the website and the app, you agree to the use of cookies as described in this policy. If you do not agree, please adjust your browser settings as described above or stop using the website and the app.

05 Changes to This Policy

We may update this Cookie Policy when we change the tools we use or when the law changes. The effective date at the top shows when it was last updated. If a change is significant, we will notify you in the app or by email.

06 Contact Us

If you have questions about this policy, contact us through live chat in the app or at:

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