COOKIES POLICY

Takumis

Our Websites use cookies to improve your browsing experience.

The data controller is Hello strategy builder s.r.o., with its registered office at náměstí Svobody 91/20, Brno-město, 602 00 Brno, Czech Republic, company identification number 298 39 777, registered in the Commercial Register kept by the Regional Court in Brno, file number C 153126 (the **"Company"**). The Company can be contacted at support@takumis.ai. Detailed information about the processing of personal data, including your rights, can be found in our Privacy Policy available at https://takumis.ai/assets/legal/privacy-policy.pdf.

The cookies are used to distinguish you from other users of our Websites. This helps the Company to provide you with a good experience when you browse our Websites and also allows us to improve the Websites.

A cookie is a small text file that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. The information is used for the purpose of optimising the services provided through the Company's websites, including the related websites specified below, their subpages and links (herein the **"Websites"**). For the purposes of this Policy, cookies include similar technologies which store or read information on your device, such as local storage, session storage, pixels and software development kits.

In addition to cookies and similar technologies stored on the user's device, the Company may also use server-side technologies for measuring conversions, marketing performance and attribution, including Meta Conversions API (CAPI). These technologies allow the Company to transmit certain information about user interactions with the Websites directly from the Company's servers to selected third-party platforms.

Each Website may send its own cookies to your browser if your browser settings allow it.

Some cookies are absolutely necessary to enable you to move around the Websites and use their features, including signing in to your account, keeping you signed in, protecting the Websites against automated access and abuse, and remembering your cookie choices. Without these cookies, essential security features cannot be activated and services you have asked for cannot be provided. Such cookies are always active and cannot be disabled.

The use of other cookies is conditioned by your consent. These may be used for the various purposes listed below. No cookie which is not strictly necessary is placed before you have given your consent, and the Websites can be used without giving it.

Our Websites have enabled consent-based management mechanisms to ensure that user consent to the use of cookies and to the processing of personal data is respected not only for cookies stored on the user's device, but also for server-side technologies used for analytics and marketing purposes. Where the user grants consent to marketing cookies, such consent also applies to the corresponding server-side technologies of the same provider. Where such consent is not granted or is withdrawn, marketing-related data is not transmitted to that provider via client-side or server-side technologies.

Please note that by allowing the use of cookies for marketing purposes you consent not only to the collection and processing of your data for marketing-related reasons but also to the use of such data by the respective provider's instruments across different platforms, as described in the provider's own policy linked below.

You can delete the cookies in your browser — usually located in the "History" of the visited pages.

You can set your cookie processing settings and individual consents, as well as withdraw your consent at any time, by using the cookie settings on our Websites (the "Cookie settings" link available on every page of the Websites).

COOKIES CLASSIFICATION:

Strictly necessary cookies. These are cookies that are required for the operation of the Websites. They include, for example, cookies that enable you to sign in to and remain signed in to your account, that protect the Websites and your account against automated access, cross-site request forgery and other abuse, that distribute load between servers, that keep the state of the workspace you are working in, and that store your cookie consent. Technical cookies cannot be disabled because without them the Websites would not function properly.

Functionality / Preferences cookies. These are used to recognise you when you return to the Websites. This enables us to personalise our content for you and remember your preferences (for example, your choice of language, theme or region, or whether you have dismissed a notice).

Analytical / Performance / Statistics cookies. They allow the Company to recognise and count the number of visitors and to see how visitors move around the Websites when they are using them. This helps the Company to improve the way our Websites work, for example by ensuring that users are finding what they are looking for easily.

Marketing / Targeting cookies. These cookies record your visit to the Websites, the pages you have visited and the links you have followed. The Company shall use this information to make the Websites and the advertising displayed on them more relevant to your interests. The Company may also share this information with third parties for this purpose. Marketing and targeting technologies may include both cookie-based solutions and server-side data transfers, used for conversion measurement, attribution, fraud prevention and advertising optimisation.

Other / Unclassified. Cookies of a supportive nature having their respective purpose in connection with a class of cookies defined above.

Specification of particular cookies types is defined below.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services, embedded video and community platforms) may also use cookies, over which the Company has no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the Websites.

The list of cookies used by the Company's Websites is divided into two parts — part A) listing cookies that may be found on https://takumis.ai/ (including its subpages) and part B) listing cookies to be found on the application at https://my.takumis.ai/ (currently available in beta at https://beta.my.takumis.ai/), including its subpages and the sign-in page at https://auth.takumis.ai/. As the domains are functionally related, some cookies may be used by more than one of them, others are unique to the respective domain. See the summaries below for details.

A) Cookies used by takumis.ai

Strictly necessary

Cookie / Technology	Domain / Provider	Type	Description	Duration
CookieScriptConsent	takumis.ai / CookieScript (Objectis, UAB)	First-party HTTP cookie	Stores the visitor's cookie consent choices (which cookie categories were accepted or rejected), so that these choices are respected on subsequent visits and the cookie banner is not shown again.	30 days

Functionality / Preferences

Cookie / Technology	Domain / Provider	Type	Description	Duration
takumis-theme	takumis.ai / Company	Local storage (first-party)	Remembers the colour theme (light or dark) the visitor selected with the theme switch. Stored only once the visitor uses the switch.	Until deleted by the visitor
takumis-view	takumis.ai / Company	Session storage (first-party)	Remembers whether the visitor chose the "Human" or the "AI" view of the Websites.	Until the browser tab is closed

Analytical / Performance / Statistics

Cookie / Technology	Domain / Provider	Type	Description	Duration
_ga	takumis.ai / Google Ireland Ltd (Google Analytics 4 via	First-party HTTP cookie	Assigns a randomly generated identifier to distinguish unique visitors; used to count visitors and to understand how the Websites are used.	2 years

	Google Tag Manager)			
_ga_<ID>	takumis.ai / Google Ireland Ltd (Google Analytics 4 via Google Tag Manager)	First-party HTTP cookie	Used by Google Analytics 4 to persist session state (e.g. the number of sessions and the time of the current session).	2 years
_clck	takumis.ai / Microsoft Ireland Operations Ltd (Clarity)	First-party HTTP cookie	Stores a randomly generated Clarity user ID and preferences, so that visits to the Websites by the same browser are attributed to the same user ID.	1 year
_clsk	takumis.ai / Microsoft Ireland Operations Ltd (Clarity)	First-party HTTP cookie	Connects multiple page views by the same visitor into a single Clarity session recording.	1 day
CLID	clarity.ms / Microsoft Ireland Operations Ltd (Clarity)	Third-party HTTP cookie	Identifies the first time Clarity saw this browser on any website using Clarity.	1 year
MUID	clarity.ms / Microsoft Ireland Operations Ltd (Clarity)	Third-party HTTP cookie	Identifies unique web browsers visiting Microsoft sites. Microsoft uses this cookie for site analytics and, under its own policies, also for advertising and other operational purposes.	1 year
ANONCHK	clarity.ms / Microsoft Ireland Operations Ltd (Clarity)	Third-party HTTP cookie	Indicates whether the MUID is transferred to Microsoft's advertising cookie (ANID). Clarity does not use ANID, so the value is always set to 0.	10 minutes
MR	clarity.ms / Microsoft Ireland Operations Ltd (Clarity)	Third-party HTTP cookie	Indicates whether the MUID needs to be refreshed.	7 days
SM	clarity.ms / Microsoft Ireland Operations Ltd (Clarity)	Third-party HTTP cookie	Used to synchronise the MUID across Microsoft domains.	Session
takumis-waitlist-utm	takumis.ai / Company	Session storage (first-party)	Stores the campaign parameters of the link through which the visitor arrived (utm_source, utm_medium, utm_campaign, utm_term, utm_content), so that a waitlist sign-up can be attributed to the campaign or channel that led to it.	Until the browser tab is closed

Marketing / Targeting

Cookie / Technology	Domain / Provider	Type	Description	Duration
None currently in use	—	—	No marketing or targeting cookies, pixels or server-side technologies (such as Meta Conversions API) are currently used on takumis.ai. This section will be updated before any such technology is deployed.	—

Other / Unclassified

Cookie / Technology	Domain / Provider	Type	Description	Duration
None currently in use	—	—	—	—

B) Cookies used by my.takumis.ai

Strictly necessary

Cookie / Technology	Domain / Provider	Type	Description	Duration

CognitoIdentityServiceProvider.<client ID>.<user ID>.idToken, .accessToken, .refreshToken	my.takumis.ai / Company (Amazon Cognito, AWS EMEA SARL)	Local storage (first-party)	Authentication tokens that keep you signed in to your account and authorise your requests to the Takumis service.	Until you sign out or the session expires
CognitoIdentityServiceProvider.<client ID>.LastAuthUser, CognitoIdentityServiceProvider.<client ID>.<user ID>.clockDrift	my.takumis.ai / Company (Amazon Cognito, AWS EMEA SARL)	Local storage (first-party)	Identifies the last signed-in user so that the sign-in session can be found, and stores the difference between the device clock and the server clock so that sign-in tokens are validated correctly.	Until you sign out
CognitoIdentityServiceProvider.<client ID>.<user ID>.oauthMetadata, CognitoIdentityServiceProvider.<client ID>.oauthSignIn	my.takumis.ai / Company (Amazon Cognito, AWS EMEA SARL)	Local storage (first-party)	Stores the state of a sign-in with Google (OAuth) so that the sign-in can be completed securely.	Until you sign out
Sign-in page cookies (e.g. XSRF-TOKEN)	auth.takumis.ai / Company (Amazon Cognito, AWS EMEA SARL)	First-party HTTP cookies	Set by the sign-in page to protect the sign-in form against cross-site request forgery and to maintain the sign-in process.	Session / up to 1 hour
Service worker cache	my.takumis.ai / Company	Cache storage (first-party)	Stores the application files on your device so that the application loads quickly and can be installed as an app.	Until replaced by a newer version or deleted

Functionality / Preferences

Cookie / Technology	Domain / Provider	Type	Description	Duration
gallery.notif.seen.v1	my.takumis.ai / Company	Local storage (first-party)	Remembers which Gallery notifications you have already seen.	Until deleted by you

Analytical / Performance / Statistics

Cookie / Technology	Domain / Provider	Type	Description	Duration
_clck	my.takumis.ai / Microsoft Ireland Operations Ltd (Clarity)	First-party HTTP cookie	Stores a randomly generated Clarity user ID and preferences, so that visits by the same browser are attributed to the same user ID.	1 year
_clsk	my.takumis.ai / Microsoft Ireland Operations Ltd (Clarity)	First-party HTTP cookie	Connects multiple page views by the same user into a single Clarity session recording.	1 day
_cltk	my.takumis.ai / Microsoft Ireland Operations Ltd (Clarity)	Session storage (first-party)	Used by Clarity to keep track of the current recording session.	Until the browser tab is closed
CLID, MUID, ANONCHK, MR, SM	clarity.ms / Microsoft Ireland Operations Ltd (Clarity)	Third-party HTTP cookies	Microsoft Clarity cookies as described in part A) above (MUID: 1 year; CLID: 1 year; ANONCHK: 10 minutes; MR: 7 days; SM: session).	See description

Marketing / Targeting

Cookie / Technology	Domain / Provider	Type	Description	Duration
None currently in use	—	—	No marketing or targeting cookies, pixels or server-side technologies (such as Meta Conversions API) are currently used on	—

			my.takumis.ai. This section will be updated before any such technology is deployed.	

Other / Unclassified

Cookie / Technology	Domain / Provider	Type	Description	Duration
None currently in use	—	—	—	—

Third Party cookies

Overview of third parties and data protection agreements.

CookieScript — Objectis, UAB, Laisvės str. 60, LT-05120 Vilnius, Lithuania. Consent management platform used to display the cookie banner and to record and enforce your cookie choices. Privacy policy: https://cookie-script.com/legal/privacy-policy

Google Tag Manager — Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Tag management tool used to load the analytics tools listed above only in accordance with your cookie choices (Google Consent Mode). Google Tag Manager itself does not set cookies. Privacy policy: https://policies.google.com/privacy

Google Analytics 4 — Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Web analytics service, used only with your consent to analytical cookies. Data may be transferred to Google LLC in the United States, which is certified under the EU-U.S. Data Privacy Framework. Privacy policy: https://policies.google.com/privacy; how Google uses information from sites that use its services: https://policies.google.com/technologies/partner-sites; data processing terms: https://business.safety.google/adsprocessorterms/

Microsoft Clarity — Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland. Behavioural analytics service (heat maps and session recordings of how visitors scroll, click and move around the Websites), used only with your consent to analytical cookies. Text entered into forms is masked and is not recorded. Microsoft also uses the data, including the MUID identifier, for its own purposes described in its Privacy Statement, including advertising, in respect of which Microsoft acts as an independent controller. Data may be transferred to Microsoft Corporation in the United States, which is certified under the EU-U.S. Data Privacy Framework. Further details are set out in Article XXI of the Privacy Policy. Microsoft Privacy Statement: https://privacy.microsoft.com/privacystatement; Clarity terms of use: https://clarity.microsoft.com/terms; Clarity cookies: https://learn.microsoft.com/en-us/clarity/setup-and-installation/cookie-list

Amazon Cognito — Amazon Web Services EMEA SARL, 38 Avenue John F. Kennedy, L-1855 Luxembourg. Authentication service used to sign you in to the application at my.takumis.ai and to keep you signed in (strictly necessary). AWS acts as the Company's processor. AWS Privacy Notice: https://aws.amazon.com/privacy/; AWS Data Processing Addendum: https://d1.awsstatic.com/legal/aws-dpa/aws-dpa.pdf

Sign in with Google — Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. If you choose to sign in with your Google account, you are redirected to Google, which may set its own cookies on its domains under its own policies; the Company has no control over these cookies. Google Privacy Policy: https://policies.google.com/privacy

Where further third-party providers (for example for marketing campaigns) are added to the Websites, this overview and the tables above will be updated accordingly before such providers are used.

This Cookies Policy comes into force and effect on the 6th October 2026. Version 1.0.