

Cookie Policy

How the ValtQ website uses cookies and similar browser technologies.

Effective date August 3, 2026

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This Cookie Policy explains how the ValtQ website uses cookies and similar browser technologies, what is stored on your device when you visit, and how you can manage it.

1. What Are Cookies and Similar Technologies

Cookies are small text files that a website stores on your device through your browser. Similar technologies include browser storage mechanisms such as `localStorage`, which perform comparable functions.

This policy describes the technologies this website uses, and how you can manage them.

2. Technologies We Use

This website uses Microsoft Clarity, a third-party behavioral analytics service, to understand how visitors use the site. Clarity loads its own script and stores analytics data on your device using cookies and `localStorage`. Beyond Clarity, the website uses the browser storage mechanism called `localStorage` for a small number of functional purposes.

`localStorage` works similarly to cookies in that it stores small text data in your browser, but it is managed differently: it is not sent to a server with every request, and it persists until the website or your browser removes it.

- The `localStorage` entries described below are not cookies. They stay in your browser and are cleared when the website removes them or when you clear your browser's site data for this website. Microsoft Clarity, described below, uses its own cookies and `localStorage` data.

3. Strictly Necessary Browser Storage

The website does not use any strictly necessary cookies. Its pages render and function without any browser storage being present.

The `localStorage` entries described below support features you choose to use; none of them is used to track you.

4. Preference Storage

We store your theme preference (light or dark) under the key `valtq-theme` so the website can display the look you selected and avoid a flash of the wrong theme when you return.

This entry is a preference. You can clear it at any time, and the website will fall back to your system or default appearance.

5. Discovery Autosave Storage

The Discovery wizard saves your progress and answers in your browser under the key `valtq-discovery-v1` so you can leave and resume where you left off.

This data stays in your browser until you complete or reset the wizard, or until you clear your browser's site data for this website.

KEY	TYPE	PURPOSE	ESSENTIAL
<code>valtq-theme</code>	localStorage	Remembers your light or dark theme preference so the website renders as you chose.	Preference
<code>valtq-discovery-v1</code>	localStorage	Autosaves your Discovery wizard progress and answers so you can resume later.	Essential

6. Microsoft Clarity Analytics

Microsoft Clarity is a behavioral analytics service provided by Microsoft. It records how visitors use the website, such as which pages they view, where they click or move their cursor, how far they scroll, and what device and browser they use. This data is used to understand and improve the website's usability.

Clarity stores its own first-party cookies and localStorage data on your device so it can link actions into a single session. The main entries are:

KEY	TYPE	PURPOSE	ESSENTIAL
<code>_clck</code>	cookie	Stores a Clarity user ID and preferences so behavior across visits to this website is attributed to the same visitor. Expires after about 12 months.	Preference
<code>_clsk</code>	cookie	Links multiple page views from the same visitor into a single session recording for anomaly detection. Expires after about 1 day.	Preference

- Clarity may also use additional browser storage or set other identifiers, and the exact set can change. Microsoft controls these technologies; refer to Microsoft Clarity's own documentation for current details.

7. Third-Party Embeds — Cal.com

The Discovery flow may embed a scheduling service provided by Cal.com so you can book a call. Cal.com is a third-party service and may set its own cookies or similar technologies when its embed is used.

- We do not control which technologies Cal.com sets. Refer to Cal.com's own cookie and privacy policies for details. This section should be reviewed when the Cal.com booking link is configured.

8. Analytics and Advertising

The only analytics technology on this website is Microsoft Clarity, described above. We do not use advertising scripts and have not identified any other analytics, advertising, or profiling technologies.

If we introduce additional technologies in the future, we will update this policy and, where required, ask for your consent before they are activated.

9. Managing Browser Storage

Most browsers let you view, manage, and delete the data a website stores in your browser, including localStorage and cookies.

You can clear this website's data using your browser's site-data or storage settings. Removing val tq-theme will reset your theme preference; removing val tq-discovery-v1 will discard any unsaved Discovery progress; and clearing cookies and site data will also remove Microsoft Clarity's storage and end its session recording for this website.

10. Consent Behavior

Microsoft Clarity stores non-essential analytics data on your device, and in regions that require consent for such storage, your consent is required before Clarity runs.

At the time this policy was last updated, the website did not yet display a cookie-consent banner.

- Consent behavior should be reviewed with legal counsel and a consent mechanism should be implemented before Clarity is enabled for visitors in regions that require consent.

11. Changes to This Policy

We may update this Cookie Policy from time to time. The current version will always be available on this page, and the "Last updated" date will reflect the most recent revision.

We encourage you to review this page periodically.

12. Contact

If you have questions about this Cookie Policy, you can reach us through the contact form on this website, WhatsApp, or our public social channels.

We do not currently publish a direct email address or physical office address on this website.