



COOKIE POLICY

Last Updated: December 2025

1. Introduction

This Cookie Policy explains how **KPI Technologies Limited** ("we", "us", or "KPI Tree") uses cookies and similar technologies on our website at kpitree.co (the "Website") and our platform at app.kpitree.co (the "Platform").

This policy should be read together with our [Privacy Policy](#), which explains how we collect and use personal data.

2. What Are Cookies?

Cookies are small text files that are stored on your device (computer, tablet, or mobile phone) when you visit a website. They allow websites to recognise your device and remember information about your visit, such as your preferences or login status.

There are two main types of cookies:

- **Session cookies:** These are temporary cookies that are deleted when you close your browser. They are used to maintain your session while you navigate a website.
- **Persistent cookies:** These cookies remain on your device for a set period of time or until you delete them. They are used to remember your preferences and settings for future visits.

Cookies can also be categorised as:

- **First-party cookies:** Set by us directly when you visit our Website or Platform.
- **Third-party cookies:** Set by third-party services that we use, such as analytics providers.

3. How We Use Cookies

We use cookies and similar technologies for the following purposes:

- **Essential functionality:** To enable core features of our Platform, such as user authentication and session management.
- **Analytics:** To understand how visitors use our Website, which pages are most popular, and how we can improve the user experience.

4. Types of Cookies We Use

We categorise the cookies we use into the following types:

4.1 Strictly Necessary Cookies

These cookies are essential for the operation of our Website and Platform. They enable core functionality such as security, authentication, and session management. You cannot opt out of these cookies as our services would not function without them.

Legal basis: These cookies are exempt from consent requirements under the Privacy and Electronic Communications Regulations (PECR) because they are strictly necessary for the provision of a service you have requested.

Cookie Name	Provider	Used On	Purpose	Duration
workos-session	WorkOS	Platform	Encrypted authentication session containing your WorkOS credentials. Enables you to stay logged in to the Platform.	7 days



WorkOS is an authentication service provided by WorkOS, Inc. For more information about how WorkOS processes data, please see their [Privacy Policy](#).

4.2 Analytics Cookies

These cookies help us understand how visitors interact with our Website by collecting and reporting information anonymously. This helps us improve our Website and measure the effectiveness of our content.

Legal basis: These cookies require your consent. We will only set analytics cookies after you have given your consent through our cookie banner.

Cookie Name	Provider	Used On	Purpose	Duration
_ga	Google	Website	Distinguishes unique visitors to our Website	2 years
ga[ID]	Google	Website	Maintains session state for Google Analytics 4	2 years

Google Analytics is a web analytics service provided by Google LLC. For more information about how Google uses data, please see [How Google uses data when you use our partners' sites or apps](#). You can also opt out of Google Analytics across all websites by installing the [Google Analytics Opt-out Browser Add-on](#).

5. Similar Technologies

In addition to cookies, we may use other similar technologies:

- **Local storage:** Similar to cookies, local storage allows websites to store data in your browser. We may use local storage to remember your preferences or maintain session state.
- **Session storage:** Similar to local storage but data is cleared when you close your browser tab. Used for temporary session data.
- **Pixels and web beacons:** Small, transparent images that may be used to track page views or email opens. These work in conjunction with cookies to measure activity.

These technologies are subject to the same consent requirements as cookies where they are not strictly necessary.

6. Your Choices and How to Manage Cookies

You have several options for managing cookies:

6.1 Our cookie consent banner

When you first visit our Website, you will see a cookie consent banner that allows you to accept or reject non-essential cookies. You can change your preferences at any time by clicking the "Cookie Settings" link in the footer of our Website.

6.2 Browser settings

Most web browsers allow you to control cookies through their settings. You can set your browser to block or delete cookies, or to alert you when a website tries to place a cookie. Please note that if you block all cookies, some features of our Website and Platform may not function properly.

Here are links to cookie management instructions for common browsers:

- (a) [Google Chrome](#)
- (b) [Mozilla Firefox](#)



- (c) [Apple Safari](#)
- (d) [Microsoft Edge](#)
- (e) [Opera](#)

6.3 Third-party opt-out tools

You can also opt out of certain third-party cookies using industry opt-out tools:

- (f) [Your Online Choices \(EU/UK\)](#)
- (g) [Network Advertising Initiative \(US\)](#)
- (h) [Digital Advertising Alliance \(US\)](#)

7. Global Privacy Control

We honour **Global Privacy Control (GPC)** signals. When we detect a GPC signal from your browser, we treat this as a valid request to opt out of the sale or sharing of your personal data under applicable privacy laws, and we will not set non-essential cookies.

For more information about GPC and how to enable it in your browser, visit globalprivacycontrol.org.

8. Third-Party Services

The following third-party services may set cookies or collect data when you use our Website or Platform:

Service	Used On	Purpose	Privacy Policy
Google Analytics	Website	Website analytics	policies.google.com/privacy
WorkOS	Platform	Authentication/SSO	workos.com/privacy

We encourage you to review the privacy policies of these third-party services to understand how they collect and use data.

9. Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons. We will notify you of any material changes by updating the "Last updated" date at the top of this policy.

We review our cookie usage regularly and update this policy at least annually to ensure it remains accurate.

10. Contact Us

If you have any questions about this Cookie Policy or our use of cookies, please contact us:

KPI Technologies Limited

7 Plaza Parade
Maida Vale
London, NW6 5RP
United Kingdom

Email: privacy@kpitree.co



For more information about how we process personal data, please see our [Privacy Policy](#).