
Cookie Policy

At FirstStep.ai, we respect your privacy and are committed to being transparent about the technologies we use. This Cookie Policy explains what cookies are, how we use them, and your options for managing or controlling their use.

1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help us recognise your device and remember your preferences or actions during your browsing sessions.

2. Types of Cookies We Use

We use the following categories of cookies:


- **Strictly Necessary Cookies** – These cookies are essential for the functioning of our website. They enable basic features such as security, page navigation, and accessibility. These cookies cannot be disabled.
- **Performance Cookies** – These cookies collect anonymous data to help us understand how visitors interact with our site. They provide insights into website performance and user behaviour, allowing us to improve our services.
- **Functionality Cookies** – These cookies allow us to remember your preferences and enhance your user experience, such as your language or region choices, and other customisation options.
- **Targeting/Advertising Cookies** – These cookies are used to deliver relevant advertisements to you based on your interests. They are only activated with your consent, which you can provide or withdraw at any time.

3. Third-Party Cookies

We may allow third-party service providers, such as Google Analytics or social media platforms, to set cookies on our website. These third parties may collect information about your interactions with our site or other websites and services. We recommend that you review their privacy policies for more information on how they use your data.

4. Consent and Control

Upon your first visit to our site, you will see a cookie banner with the following options:

- ☒ Accept All Cookies
- ☐ Reject Non-Essential Cookies
-  Customise Preferences

You may also change or withdraw your consent at any time by clicking the Cookie Settings link in the footer of our website.

5. How We Store Consent

We use a logging mechanism (via Google Consent Mode, Cookiebot, or equivalent) to record your cookie preferences, including:

- Your consent decision (Accept / Reject / Custom)
- The timestamp of your choice
- The types of cookies you have allowed

This data is securely stored to ensure compliance with applicable regulations and audit requirements.

6. How to Manage Cookies in Your Browser

Most browsers allow you to manage cookie settings. You can typically:

- Delete cookies
- Block third-party cookies
- Set preferences for specific websites

For detailed instructions on managing cookies in your browser, please consult the browser's help section.

7. Contact Us

If you have any questions or concerns about our use of cookies or this Cookie Policy, please contact us: legal@firststep.ai