

Cookie Policy

Last updated: 22 September 2026

This Cookie Policy (the “Policy”) explains how Company (“Company”, “we”, “us” or “our”) uses cookies and similar technologies on learnbite.app (the “Site”). It describes what these technologies are, why we use them, and the choices you have. This Policy does not address how we handle your personal data more generally – for that, please see our Privacy Policy.

What are cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work, to remember your choices, and to provide information to the site owner. Cookies set by the site you are visiting are called “first-party” cookies; cookies set by another organisation are “third-party” cookies. “Session” cookies are deleted when you close your browser, while “persistent” cookies remain until they expire or you delete them.

How we use cookies

We use cookies for the following purposes:

- Strictly necessary / functional – these make the Site work and remember your progress and answers in the quiz. The Site cannot function properly without them.
- Analytics – these help us understand how visitors use the Site so we can measure and improve it.
- Advertising – these help us measure and optimise our advertising (for example on Meta / Facebook and Instagram) and understand which ads lead to sign-ups.

Cookies we use

The cookies we currently set on the Site are listed below. This list is not exhaustive and may change as we improve the Site.

Cookie name	Provider / source	Purpose	Category	Party	Typical duration
user-id	Company (first-party)	Identifies your device so the Site works and remembers your quiz answers	Strictly necessary / Functional	First-party	~1 year
AMP_<api_key>	Amplitude	Product analytics – assigns a device/session ID so we can understand how the Site is used	Analytics	First-party	~1 year
_fbp (may be set)	Meta (Facebook) Pixel	Ad delivery and conversion measurement for our Meta / Instagram advertising	Advertising	First-party	~90 days

_fbclid (may be set)	Meta (Facebook) Pixel	Stores the ad-click identifier when you arrive from a Meta / Instagram ad	Advertising	First-party	~90 days
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“May be set” means these advertising cookies are set by the Meta Pixel when it loads – for example when you arrive from or interact with our ads, or after you consent – and may not appear on every visit.

Similar technologies

We also use technologies that work like cookies, including web beacons / pixels (small pieces of code such as the Meta Pixel that let us measure ad performance and page activity) and software development kits (SDKs) in connection with our services. Where this Policy refers to “cookies”, it also covers these similar technologies.

Your choices and consent

Consent (EEA and UK). Where required by law, including for visitors in the European Economic Area and the United Kingdom, we place non-essential cookies (analytics and advertising) only after you give consent through our cookie banner. Strictly necessary cookies are always active because the Site cannot function without them. You can change or withdraw your consent at any time through the cookie settings on the Site.

United States (including California). Depending on your state of residence, you may have the right to opt out of the “sale” or “sharing” of your personal information and of targeted advertising. We treat certain advertising cookies (such as the Meta Pixel) as a “sale” or “sharing” under these laws. You can exercise this right through the “Do Not Sell or Share My Personal Information” link on the Site (<https://learnbite.app/onboarding/policies/do-not-sell.pdf>), or by enabling a Global Privacy Control (GPC) signal in your browser, which we honour where required.

Browser controls. Most browsers let you refuse or delete cookies through their settings. If you block cookies, some parts of the Site may not work properly. You can find instructions here:

- Chrome: <https://support.google.com/chrome/answer/95647>
- Safari: <https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac>
- Firefox: <https://support.mozilla.org/kb/cookies-information-websites-store-on-your-computer>
- Edge: <https://support.microsoft.com/microsoft-edge>

Changes to this Policy

As we make improvements to the Site, our use of cookies may change. We will post any updates on this page and revise the “Last updated” date above.

Contact us

If you have any questions about this Cookie Policy or our use of cookies, please contact us at support@learnbite.app.