

Cookie and Storage Policy

How Today Digital Ltd uses cookies, localStorage and related technologies across all of its web properties.

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Effective date	14 August 2026	Previous version	1.0

ABOUT THIS DOCUMENT

This policy explains how Today Digital Ltd uses cookies and related storage technologies across all of its web properties. It should be read alongside our [Master Terms of Service](#) and our [Global Privacy Notice](#). It applies to:

- UC Today — uctoday.com
- CX Today — cxtoday.com
- UC Awards — awards.uctoday.com
- CX Awards — awards.cxtoday.com
- Today Digital — todaydigital.com
- Techtelligence — techtelligence.com
- AfterSign — aftersign.com
- Mither — mither.com
- Binary to Billions — binarytobillions.com

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1 What this policy covers

This policy covers all technologies that store information on your device or access information already stored there. This includes cookies, but also localStorage, sessionStorage, pixels, tags, and any similar technology. UK law (PECR) and EU law (the ePrivacy Directive) apply to all of these, not just to cookies in the traditional sense.

Where we say “cookies” in this policy, we mean all of these technologies unless we specify otherwise.

2 What cookies are

A cookie is a small file placed on your device when you visit a website. It allows the website to recognise your device on future visits and to remember information about your preferences or actions.

Some cookies are set by us directly. Others are set by third-party services we use. Both types are covered by this policy.

3 Categories of cookies we use

3.1 Strictly necessary cookies

These cookies are required for our platforms to function. They cannot be switched off. They do not store any personally identifiable information and do not require your consent.

Examples include cookies that keep you logged in during a session, remember your cookie consent choice, and enable security features.

3.2 Functional cookies

These cookies enable enhanced functionality and personalisation. They remember your preferences — for example, your sidebar state, language, or display settings. They may be set by us or by third-party providers whose services we use.

These cookies require your consent, except where they fall within the strictly necessary exemption or within the functional exemptions introduced by the Data (Use and Access) Act 2025 for UK users (see section 7).

3.3 Analytics and performance cookies

These cookies allow us to count visits and traffic sources so we can measure and improve platform performance. They help us understand which pages are most popular, how visitors move around our platforms, and where they encounter problems.

All information collected by analytics cookies is aggregated. No individual user is identified.

These cookies require your consent. They will not be set until you have given it.

3.4 Advertising and targeting cookies

These cookies may be set through our platforms by our advertising partners. They build a profile of your interests and show you relevant advertising on other sites. They do not store directly personal information but uniquely identify your browser and device.

These cookies require your consent. They will not be set until you have given it.

4 Cookie inventory

The following tables list the specific cookies and storage items in use across our platforms. This inventory is updated whenever our technology configuration changes. If you notice a discrepancy, contact privacy@todaydigital.com.

4.1 TODAY DIGITAL · TODAYDIGITAL.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
[CMP consent cookie]	Strictly necessary	Records your cookie consent choice	12 months	First party

4.2 UC TODAY · UCTODAY.COM AND CX TODAY · CXTODAY.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
[CMP consent cookie]	Strictly necessary	Records your cookie consent choice	12 months	First party
[Analytics cookies]	Analytics	Audience measurement and content performance	Session / 13 months	First / Third party
[CRM / marketing cookies]	Advertising	Audience segmentation for commercial data products	Session / 13 months	Third party

Analytics and CRM/marketing cookies on UC Today and CX Today support our commercial data services. These are only set where you have given specific consent to both analytics tracking and to our commercial data products. See the UC Today and CX Today terms of service for full details.

4.3 UC AWARDS · AWARDS.UCTODAY.COM AND CX AWARDS · AWARDS.CXTODAY.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
__session (Clerk)	Strictly necessary	Authentication session	Browser session	Third party (Clerk)
__client_uat (Clerk)	Strictly necessary	Authentication state	~1 year	Third party (Clerk)
sidebar_state	Functional	Remembers sidebar open/collapsed preference	7 days	First party
[CMP consent cookie]	Strictly necessary	Records your cookie consent choice	12 months	First party
_ga / _ga_[ID] (GA4)	Analytics	Platform traffic and usage measurement	13 months	Third party (Google)
__cf_bm (Cloudflare)	Strictly necessary	Bot management and security	30 minutes	Third party (Cloudflare)

Google Analytics is present on UC Awards. It requires your consent before firing. The cookie preference centre on this platform manages this.

4.4 TECHTELLIGENCE · TECHTELLIGENCE.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
sb-[ref]-auth-token	Strictly necessary	Supabase authentication session (localStorage)	Session / idle timeout	First party
portal_session	Strictly necessary	Session identity and workspace configuration (localStorage)	Session	First party
portal_session_activity	Strictly necessary	Idle timeout tracking (localStorage)	Session	First party
portal_theme	Functional	UI theme preference (localStorage)	Persistent	First party
[GTM container]	Analytics / Advertising	Tag management — see note below	Varies	Third party (Google)

Google Tag Manager is loaded on both the Techtelligence marketing site and the authenticated portal. The specific tags active within the GTM container are managed by Today Digital Ltd. Non-essential tags within GTM require your consent before firing. The current active tag configuration is reviewed quarterly. Contact privacy@todaydigital.com for the current tag inventory.

4.5 AFTERSIGN · AFTERSIGN.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
[Session token]	Strictly necessary	Signed member session token (localStorage)	72 hours	First party
[Admin session cookie]	Strictly necessary	Back-office admin session (HttpOnly, Secure)	Session	First party

AfterSign does not use analytics or advertising cookies. No tracking scripts are loaded. This is verified on every release by automated tests.

4.6 MITHER · MITHER.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
sb-[ref]-auth-token	Strictly necessary	Supabase authentication session (localStorage)	Session	First party
bo_session	Strictly necessary	Back-office admin session (HttpOnly, Secure, SameSite=Strict)	Session	First party
sidebar_state	Functional	UI sidebar preference	7 days	First party
mitherpendingsubmission	Functional	Preserves draft complaint across sign-in (localStorage)	Cleared on completion	First party
mithersigninrememberedemail	Functional	Remembered email for sign-in (localStorage)	Until cleared	First party
[GA4 / GTM — conditional]	Analytics	Platform analytics, only if enabled by operator	Varies	Third party (Google)

Mither has the technical capability to enable Google Analytics 4 and Google Tag Manager via operator configuration. These are only activated where a consent banner is live and has received your explicit consent. If no consent banner appears, no non-essential tracking is active.

4.7 BINARY TO BILLIONS · BINARYTOBILLIONS.COM

NAME	TYPE	PURPOSE	DURATION	PARTY
b2b_session	Strictly necessary	Admin session (HttpOnly, Secure, SameSite=Lax)	30 days	First party
b2b_subscriber	Strictly necessary	Subscriber session (HttpOnly, Secure)	1 year, daily refresh	First party
sidebar_state	Functional	UI sidebar preference	7 days	First party
theme	Functional	Light/dark mode preference (localStorage)	Persistent	First party
[GTM / GA4 / Meta Pixel / Clarity / Plausible / LinkedIn Insight — conditional]	Analytics / Advertising	Only active if configured by operator and consent obtained	Varies	Third party

Binary to Billions has the technical capability to enable multiple third-party analytics and advertising tools. None are activated without your explicit consent via the cookie preference centre.

5 localStorage and sessionStorage

Several of our platforms use browser localStorage and sessionStorage rather than traditional cookies for session management and preferences. These technologies are subject to the same legal framework as cookies under PECR and the ePrivacy Directive.

localStorage stores data persistently in your browser until it is cleared manually or by the application. We use it for session tokens, user preferences, and UI settings.

sessionStorage stores data only for the duration of your browser session. It is automatically deleted when you close the tab or browser. We use it for temporary state — for example, preserving a draft before sign-in.

Where localStorage items are strictly necessary for the platform to function, they do not require your consent. Where they serve optional or preference purposes, consent is required.

6 Third-party services that receive data

The following third parties may receive data through cookies or equivalent technologies on our platforms. Each provider publishes its own privacy policy.

SERVICE	USED ON	PURPOSE
Google Analytics 4	UC Awards, CX Awards, Mither (conditional), Binary to Billions (conditional)	Audience measurement
Google Tag Manager	Techtelligence, Mither (conditional), Binary to Billions (conditional)	Tag management
Clerk	UC Awards, CX Awards	Authentication
Supabase	Techtelligence, Mither	Authentication and database
Cloudflare	UC Awards, CX Awards	Security and bot management
Meta Pixel	Binary to Billions (conditional)	Advertising measurement
Microsoft Clarity	Binary to Billions (conditional)	Session recording and analytics
Plausible	Binary to Billions (conditional)	Privacy-friendly analytics
LinkedIn Insight	Binary to Billions (conditional)	B2B advertising measurement
YouTube	Binary to Billions	Video embedding (privacy-enhanced mode)
Google Fonts	Techtelligence, Binary to Billions	Typography delivery
HubSpot	UC Awards, CX Awards	Interest registration CRM

7 UK-specific exemptions (DUAA 2025)

The Data (Use and Access) Act 2025, which came into force on 5 February 2026, introduced five new exemptions from the requirement to obtain consent under PECR for UK users. These exemptions allow us to set certain cookies without consent where they are used for:

- (i) Security of the platform or network
- (ii) Prevention of fraud
- (iii) Automatic authentication of a subscriber or user
- (iv) Storage of user preferences relating to the appearance or functionality of the service (including previously given cookie consent)
- (v) Statistical purposes for service improvement, provided the data is used in aggregate only and does not profile individual users

Where we rely on these exemptions for UK users, we note this in the cookie inventory above. EU users are not covered by these exemptions — the unamended ePrivacy Directive applies to EU users, and consent is required for all non-essential storage.

8 How to manage your cookie preferences

Consent banner. When you first visit any Today Digital platform, a consent banner asks for your preferences. You can accept all cookies, reject all non-essential cookies, or customise your choices by category.

Preference centre. A persistent link in the footer of every platform allows you to revisit and change your preferences at any time. Withdrawing consent is as easy as giving it.

Browser settings. You can also control cookies through your browser settings. Most browsers allow you to block or delete cookies. Be aware that blocking strictly necessary cookies may prevent some platform features from working.

Global Privacy Control. If you use a browser or browser extension that sends a Global Privacy Control (GPC) signal, we will treat this as an opt-out from the sale or sharing of your personal information for users in US states where this is required. GPC is honoured server-side on our US-facing properties.

Opt-out links for specific third parties. For Google Analytics opt-out, visit tools.google.com/dlpage/gaoptout. For other third-party advertising opt-outs, visit youronlinechoices.eu (EU) or optout.aboutads.info (US).

9 Consent records

We maintain a record of your consent choices, including the date and time consent was given, the version of this policy in effect at that time, and the specific categories you accepted or rejected. These records are retained for a minimum of 24 months.

10 Changes to this policy

We update this policy whenever our technology configuration changes materially — for example, when we add a new third-party service or change how existing cookies work. The effective date at the top of this document shows when the current version came into force.

We will notify registered users of material changes by email or by prominent notice on the relevant platform.

11 Contact

Privacy and data rights:
privacy@todaydigital.com

Legal: todaydigital.com/legal

General enquiries: team@todaydigital.com

ICO registration ZA748829

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todaydigital.com/legal