Freekeek Cookie Policy

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This Policy explains how **Freekeek 4e Places Lab Ltda.**, Brazilian company registration CNPJ **69.122.866/0001-71**, uses cookies, local storage, and similar technologies on **freekeek.app**, the PWA, and web interfaces in its apps. It supplements the Privacy Policy and does not replace the Terms of Use.

1. Cookies and similar technologies

Cookies are small files stored by a browser. Local storage, session identifiers, and equivalent technologies may serve similar functions. They support secure sessions, remember choices, prevent fraud, and, when permission is granted, measure Service performance.

2. Categories we use

2.1 Essential — always active

These technologies are strictly necessary for authentication, sessions, request-forgery protection, security, abuse prevention, and basic operation. Without them, signing in, staying signed in, and submitting protected forms may fail. Their legal basis follows from providing the Services, security, and compatible legitimate interests, as applicable; they do not depend on measurement consent.

2.2 Preferences — functional

These remember language, visual theme, and interface choices. They may also remember a geolocation refusal, recently viewed Places, and heat-map preferences. They are not used for behavioral advertising.

2.3 Geolocation — separate choice

When a person requests a proximity-based feature, the browser may ask separately for location permission. If granted, the local preference may be remembered for a limited period. Refusing location does not authorize measurement and does not prevent manual selection of a country or Place.

2.4 Measurement and conversions — optional

After express permission in the measurement notice, the Google tag may load to measure visits, campaign performance, and conversions. Freekeek uses Consent Mode with a **denied** default. Without permission, optional storage remains denied. Ad personalization remains disabled by Freekeek.

3. Operational inventory

- **access_token — Freekeek — essential:** authentication and secure session. Duration follows session settings, normally up to 7 days.
- **csrf_token — Freekeek — essential:** protected forms and requests. Duration of up to 7 days.
- **lang — Freekeek — preference:** chosen language. Duration of up to 1 year.
- **theme — Freekeek — preference:** chosen visual theme. Duration of up to 1 year.
- **fk_geo — Freekeek — functional:** authorized location for proximity features. Duration of up to 30 days.
- **fk_geo_declined — Freekeek — functional:** remember a location refusal. Duration of up to 14 days.
- **fk_google_consent — Freekeek — choice:** record the decision to allow or decline measurement. Duration of up to 180 days.
- **Recent Places and map storage — Freekeek — preference:** navigation and viewing. It remains until removed by the person or browser.
- **Measurement and conversion identifiers — Google — optional measurement:** visits and conversions after permission. Duration depends on the Google technology and configuration; conversion identifiers may persist for up to 90 days.

Third-party technology names and durations may change. Freekeek will revise this inventory after a material change. Further information is available in How Google uses cookies and the Google Privacy Policy.

4. Data that measurement may process

When measurement is allowed, technical identifiers, date and time, visited page, campaign referral, browser and device type, conversion events, and technical network data may be processed. Freekeek does not deliberately send passwords, private content, identity documents, or free-form fields to the measurement tag.

5. Allowing, declining, or withdrawing

On the first eligible visit, **Allow measurement** and **Continue without measurement** are presented with equal prominence. Declining does not reduce essential functionality or prevent account creation. The **Measurement** option in the footer, when applicable, lets a person change or withdraw the choice at any time.

Withdrawal applies to future processing. Cookies can also be deleted through browser settings. Clearing browser data may sign the person out, reset preferences, and cause the notice to appear again.

6. Children and adolescents

Adolescent Accounts receive protective defaults. Freekeek does not enable behavioral ad personalization and does not make measurement a condition of access. Optional measurement technologies are not made available to an account identified as adolescent. Guardian linkage and permissions remain governed by the Terms of Use and Privacy Policy.

7. Transfers and third parties

Use of the Google tag may involve processing by an international provider and international data transfers, subject to applicable safeguards. Google acts under its own terms and policies for operations under its responsibility. Freekeek configures consent signals, limits the contracted purpose, and reviews the need for the integration.

8. Changes and history

Material changes will be published as a new version with an effective date and accessible history. Publishing a policy does not replace a specific choice where consent is legally required.

9. Contact

To exercise rights or ask about privacy and cookies, write to **privacy@freekeek.app**. Legal matters may be sent to **legal@freekeek.app**.

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