

Cookie Notice

Last updated: July 20, 2025

Wayforth Solutions LLC ("Wayforth Solutions," "we," "our," or "us") uses cookies and similar tracking technologies to operate **wayforthsolutions.com** and any associated web or mobile applications (collectively, the "Site"). This Cookie Notice explains what cookies are, which ones we use, why we use them, and how you can control your preferences.

Plain-English takeaway: Cookies help the site remember you, keep you logged in, and tell us which pages are working. You can turn most of them off whenever you like.

1. What Are Cookies?

Cookies are small text files stored on your device (computer, phone, tablet) when you visit a website. They allow the site to recognize your device and store information about your visit—such as your preferred language or items in a shopping cart. "Session cookies" disappear when you close your browser; "persistent cookies" stay until they expire or you delete them.

We also use similar technologies (e.g., local storage, pixels, and scripts). For simplicity, this Notice refers to all of these as "cookies."

2. Why We Use Cookies

Cookie Category	Purpose	Examples
Strictly Necessary	Enable core site functions such as page navigation, secure login, and payment processing. The Site cannot function properly without these cookies.	session_id, csrftoken
Preferences (Functional)	Remember choices you make—like language, region, or saved form fields—so the Site feels tailor-made next time.	site_locale, dashboard_view
Analytics & Performance	Help us understand how visitors interact with the Site so we can improve layout, speed, and content. Data is aggregated and anonymized.	Google Analytics (_ga, _gid), Hotjar (_hjSession)
Marketing	Track the effectiveness of our ads and show you relevant promotions on other sites or platforms.	Meta Pixel (_fbp), Google Ads (_gcl_aud)

We do **not** use cookies to sell your personal data.

3. Cookie Lifespan

- **Session cookies:** expire when you close your browser.
 - **Persistent cookies:** remain on your device for 1 day to 24 months, depending on purpose (see table above).
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4. Your Cookie Choices

When you first visit the Site, a banner will ask you to accept or manage cookies. You can:

1. **Accept All** – let us set all cookies listed above.
2. **Customize** – allow only certain categories (e.g., disable Marketing).
3. **Reject Non-Essential** – keep only Strictly Necessary cookies.

You can change your preference anytime by clicking "Cookie Settings" at the bottom of the page.

Browser Controls

Most browsers let you delete or block cookies altogether. See the help pages for Chrome, Firefox, Safari, or Edge. Blocking Strictly Necessary cookies may break parts of the Site.

Do Not Track

Our Site does not currently respond to "Do Not Track" signals because there is no industry standard for compliance.

5. Third-Party Cookies

Some cookies come from third parties that provide services on our behalf. For example, Google Analytics collects usage stats; Stripe sets cookies to process payments securely. These third parties may combine the data with other information they hold. Their use of cookies is governed by their own privacy policies.

6. Updates to This Notice

We may update this Cookie Notice to reflect changes in technology or law. We will post any changes here and revise the "Last updated" date. Material changes will trigger the consent banner again.

7. Contact Us

Questions about cookies? Email info@wayforthsolutions.com or write to:

Wayforth Solutions LLC\ Attn: Privacy Officer\ P.O. Box XXX\ Bolingbrook, IL 60440, USA