Cookies

Effective 1 November 2026

This is a translation. The Danish version is the one that applies.

1. striiveai.com

With your consent we use Google Analytics to see how many people visit striiveai.com, which pages they read and where they come from. If you say no, or don't answer, Google Analytics is not loaded and no analytics cookies are set. We use no advertising or social media tools, and the fonts are served from our own server.

You can change or withdraw your consent at any time under "Cookie settings" at the bottom of every page. If you withdraw it, we delete the Google Analytics cookies in your browser.

Cookie or storage	Purpose	Duration
_ga (Google Analytics, statistics)	A random id that lets Google Analytics tell visitors apart. Only with consent.	2 years
_ga_PB260BDJN5 (Google Analytics, statistics)	Keeps track of your visit (the session) in Google Analytics. Only with consent.	2 years
striive-consent (local storage, necessary)	Remembers your answer in the cookie banner, so we don't ask again on every page.	12 months, then we ask again
__Secure-striive_measure (statistics, shared with the app)	Tells the editor at app.striiveai.com your answer in the cookie banner. If you said yes, it also holds Google Analytics' random id and the number of your visit, so sign-up and purchase in the app are counted in the same statistics. If you said no, it holds only your no. It never holds your e-mail, name, phone number or customer id.	13 months, renewed on each visit while you have said yes
__Host-swept (necessary)	Remembers that we have once cleared away old cookies that could earlier have been set across all of striiveai.com, so the clean-up is not repeated.	1 year

The cookie __Secure-striive_measure is set across striiveai.com, so the editor at app.striiveai.com can read it. It is the only cookie we share between striiveai.com and the app. If you say no on one side, your no applies on the other too.

Google Analytics data goes to Google Ireland Limited and may be processed by Google LLC in the United States. What Google receives, and on what basis, is in sections 10 and 12 of the privacy policy.

If you arrive from a demo site, your browser remembers the demo site's id in the tab's sessionStorage so we can show a link back to it. It disappears when you close the tab and is not sent to third parties.

2. The editor at app.striiveai.com

The editor uses only cookies that are strictly necessary to provide the service you asked for and that require no consent, with one exception: the cookie __Secure-striive_measure (see section 1), which tells the editor whether you said yes or no to statistics. If you haven't answered on striiveai.com, the sign-up

page asks you itself and keeps your answer in the same cookie.

Cookie	Purpose	Duration
__Host-instatic_session	Keeps you signed in and protects your session.	Until you sign out, at most 90 days (30 days without activity)
__Host-instatic_signup	Ties your sign-up to the browser you paid from, so only that browser can enter the sign-up's code.	24 hours
__Host-instatic_signin	Ties a sign-in code to the browser that asked for it, so nobody else can use it or spend it.	1 hour
__Host-instatic_device	A random, signed device id, so the sign-in page counts your sign-in attempts on your own device and others with the same kind of device cannot lock you out. It names no account and grants no access.	365 days
__Host-swept	Remembers that we have once cleared away old cookies that could earlier have been set across all of striiveai.com, so the clean-up is not repeated.	1 year
__Secure-striive_measure	Your answer about statistics and, with your yes, Google Analytics' random id and visit number, so sign-up, purchase and installation can be counted. See section 1.	13 months

The editor also keeps your display preferences, such as the light or dark theme, in your browser's local storage. That information does not leave your device.

3. Customers' websites

Striive itself sets no cookies on the websites our customers publish. If a customer uses Striive's cookie banner, the visitor's choice is kept in the cookie instatic_consent on the customer's domain, by default for 12 months, and a random consent id is recorded for the customer as documentation.

Each website has its own cookie banner and cookie declaration, for which the customer is responsible. Stock photos from Striive's photo library load from Unsplash, which receives the visitor's IP address, but no cookies are set. If the customer adds third-party content, such as videos or maps, the customer's own information about it applies.