

# XStars Cookie Policy

Last Updated: 29/05/2025

This Cookie Policy explains how XStars ("we", "us", or "our") uses cookies and similar technologies (e.g., pixels) on our website (the "Website"). It outlines what cookies we use, their purposes, and how long they remain active. For more information on how we process personal data, please refer to our [Privacy Policy].

## 1. Categories of Cookies Used

We classify cookies into three categories:

- **Essential Cookies** – Necessary for core functionality and security
- **Analytics & Testing Cookies** – Used to analyze usage and optimize performance
- **Marketing Cookies** – Used for advertising and promotional activities

Analytics and marketing cookies are only used if you grant explicit consent, which you can manage or revoke at any time through our website’s cookie settings.

**2. Essential Cookies (Always Active)** These cookies ensure proper functioning, navigation, and security of the Website. They are mandatory for service provision and cannot be disabled.

Cookie Name	Purpose	Duration
xstars_lang	Stores language preference	1 year
consent_analytics	Records analytics consent	1 year
consent_marketing	Records marketing cookie consent	1 year
auth_token	Enables secure user login	Session
ui_mode	Stores user’s dark/light mode preference	1 year
xstars_feature_id	Toggles specific features for logged-in users	1 year
aws-waf-token	Security token to prevent misuse (via AWS WAF)	1 year

**3. Analytics & Testing Cookies** These cookies help us improve the Website by analyzing user behavior and testing new features. They are only activated with your consent.

Cookie Name	Purpose	Duration
_ga	Google Analytics: User tracking and session statistics	13 months

_gid	Google Analytics: Tracks user visits	24 hours
dicbo_id	Session analytics cookie for traffic insights	Session
xstars_test_id	Assigns users to A/B test variants	90 days
xstars_features	Enables or disables experimental features	1 hour
xstars_variant_*	Stores variant of experiment assigned to user	1 hour
xstars_impression	Tracks exposure to experimental content	1 hour

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**4. Marketing Cookies** Used to promote our services, personalize advertising, and track campaign effectiveness. These are only set with your consent.

Cookie Name	Purpose	Duration
_gcl_au	Google Ads: Measures ad conversion and campaign success	90 days
_fbp	Meta/Facebook: Tracks users and displays retargeting ads	90 days

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## 5. Cookie Management

You can change your cookie preferences at any time by clicking "Cookie Settings" at the bottom of the Website. Note that rejecting cookies does not affect your use of the XStars app or account dashboard, as those systems are separate.

If your browser is set to block all cookies, we will not be able to remember your preferences. Please refer to your browser's documentation for how to delete or block cookies manually.

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## 6. Updates to This Cookie Policy

This policy may be updated periodically to reflect changes in cookies used, regulatory requirements, or business needs. Please check this page regularly for updates.

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**Contact Us** If you have questions about this Cookie Policy, please contact:

Email: [help@xstars.app](mailto:help@xstars.app)

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