AI PLANT HIRE

Cookie Policy

What our website stores on your device

Version: 1.1 · **Reference:** APH-POL-COOK-1.1 · **Effective:** 08 October 2026 · **Replaces:** v1.0 (09 September 2026) · **Next review:** October 2027

Our website uses a small number of cookies and similar storage (such as browser local storage). This policy explains what they do and how you can control them. It should be read with our Privacy Notice (v1.1).

What we store

Strictly necessary – always on

Name	Purpose	Lasts
aiph_cookie_consent	Remembers your choices on the cookie banner (Analytics, Marketing)	12 months
cart-storage, cart-storage-v2	Keeps the machines in your basket while you browse	Until the basket expires or you clear it
Sign-in / session	Keeps you logged in to Manage Your Hire and secures your account	Session, or until you log out
Stripe (__stripe_mid, __stripe_sid)	Fraud prevention during payment	__stripe_mid up to 1 year; __stripe_sid 30 minutes

Analytics – only if you allow Analytics

Name	Purpose	Lasts
_ga	Google Analytics 4: tells one visitor from another so we can count visits	2 years
_ga_JWL27CL9TM	Google Analytics 4: keeps the state of your visit (pages viewed, booking completed)	2 years

Marketing – only if you allow Marketing

Name	Purpose	Lasts
_gcl_au	Google Ads: links website visits to our ads so we can measure them	90 days
_gcl_aw	Google Ads: records that you arrived by clicking one of our ads, to measure bookings from it	90 days
_gcl_ls	Google Ads: the same as above, held in browser local storage	90 days

Functional – set by a third party only when you use it

Name	Purpose	Lasts
Calendly	Only set if you open the book-a-call widget	Set by Calendly

Strictly necessary items are needed for the site and checkout to work and do not need your consent. Analytics and Marketing items are off until you switch them on in our cookie banner. We use Google Consent Mode, so Google tags do not set these cookies unless you have allowed them.

Changing your choice

- Use the **Cookie settings** link in the footer of any page to change or withdraw your choice at any time.

- You can also block or delete cookies in your browser settings. Blocking strictly necessary items will stop the basket and checkout working.

Third parties

Stripe, Google and Calendly set their own cookies under their own policies: stripe.com/privacy, policies.google.com/technologies/cookies, calendly.com/privacy.

Questions

Email **mail@aiplanthire.co.uk**.

What changed in v1.1 (08 October 2026): named the Google Analytics 4 cookies (_ga, _ga_JWL27CL9TM) and the Google Ads cookies (_gcl_au, _gcl_aw, _gcl_ls); split optional cookies into Analytics and Marketing to match the cookie banner; added cart-storage-v2; added Stripe cookie lifetimes.

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