

Cookie Policy

Version 1 - Effective date 1st of May 2026

Atelyr B.V. ("Atelyr", "we", "us", "our") uses cookies on its website www.atelyr.ai (the "Website") and in its platform and applications (the "Software"). In this Cookie Policy, we explain what cookies are, which cookies we use, why we place them, and how you can manage your preferences.

This Cookie Policy forms part of our Privacy Policy, which you can consult at www.atelyr.ai. For questions, please contact us at privacy@atelyr.ai.

1. What Are Cookies?

1.1 Cookies are small text files placed on your device (computer, tablet, or smartphone) by a website or application when you visit or use it. Cookies allow the website or application to recognise your device on a subsequent visit and to remember certain information.

1.2 In addition to cookies, we may also use similar technologies such as local storage, pixels, or scripts. In this Cookie Policy, all such technologies are referred to as "cookies".

1.3 Cookies may be placed by the website or application itself (first-party cookies) or by third parties whose services are integrated (third-party cookies).

2. Which Cookies Do We Use?

Atelyr uses functional cookies and, with your consent, tracking and other non-functional cookies. For measuring website visits, we use Simple Analytics, a privacy-friendly analytics tool that does not place cookies.

The cookies are listed below per environment: the Website (www.atelyr.ai) and the Software (the platform and applications).

2.1 Functional Cookies

Functional cookies are necessary for the correct functioning of the Website and the Software. Without these cookies, certain features cannot be offered. Functional cookies are placed on the basis of our legitimate interest or the performance of the agreement; no consent is required for these.

Name	Provider	Purpose	Retention period	Environment
<code>__Secure-better-auth.session_token</code>	Atelyr	Authentication cookie for access to the Software. Contains an encrypted session token for the logged-in user.	7 days or until logout	Software
<code>atelyr_api_srv</code>	Atelyr	Load balancing and canary deployment: routes requests consistently to the same server instance, ensuring sessions and functionality remain stable during the rollout of new versions.	Session	Software
<code>atelyr_fe_srv</code>	Atelyr	Load balancing and canary deployment for the frontend: same purpose as <code>atelyr_api_srv</code> , but for the frontend layer.	Session	Software
<code>tarteaucitron</code>	Atelyr	Stores your cookie preferences so that you are not asked for consent on every visit.	12 months	Website
<code>__dpl</code>	Lovable	Technical deployment cookie for version management (skew protection): links browser sessions to a	7 days	Website

Name	Provider	Purpose	Retention period	Environment
		specific deployment version of the application to prevent functionality errors during a new rollout.		
<code>__cf_bm</code>	Cloudflare	Bot detection and protection: identifies and blocks automated malicious traffic to protect the Website and Software. The cookie contains an encrypted bot score readable only by Cloudflare.	30 minutes	Website
<code>language</code> (local storage)	Atelyr	Stores the user's language preference in the Software, so that the correct language is displayed on the next visit.	Until changed by the user or browser data is cleared	Software
<code>atelyr_lang</code> (local storage)	Atelyr	Stores the visitor's language preference on the Website, so that the correct language is displayed on the next visit.	Until changed by the user or browser data is cleared	Website

2.2 Analytical Cookies - None

Atelyr uses Simple Analytics to measure website visits. Simple Analytics is a privacy-friendly analytics tool that does not place cookies and does not collect personal data. No consent is required for this, and no cookie banner is shown for it.

Atelyr does not use Google Analytics, Meta Pixel, or other analytics tools that place cookies.

2.3 Partner Attribution (Affonso)

Atelyr uses Affonso to track referrals via the partner channel. Depending on the environment, different legal bases and storage methods apply.

On the **Website**, the following cookies are only placed after your prior consent via the cookie banner:

Name	Provider	Purpose	Retention period	Environment
affonso_referral	Affonso	Stores the Partner identifier when a visitor reaches the Website via a partner link, so that sign-ups are correctly attributed to the relevant Partner.	30 days	Website
affonso_data	Affonso	Stores additional attribution data associated with the partner referral (such as the time of the click and the source of the visit).	30 days	Website

Affonso acts as a processor on behalf of Atelyr. A data processing agreement has been concluded with Affonso that meets the requirements of the GDPR.

In the **Software**, Atelyr stores the Partner identifier in session storage upon sign-up. No consent is required for this; the legal basis is legitimate interest (Article 3.4):

Name	Type	Provider	Purpose	Retention period	Environment
atelyr_affonso_id	Session storage	Atelyr	Stores the Partner identifier upon sign-up, so that the sign-up is correctly attributed to the relevant Partner. Automatically cleared when the browser is closed, or earlier by the application after the attribution has been processed.	Until the browser is closed or after the attribution has been processed	Software

2.4 Contact and Helpdesk Functionality (Intercom Messenger)

Atelyr uses Intercom for helpdesk, support chat, and onboarding tours. Depending on the environment, different legal bases apply.

In the **Software**, the Intercom cookies are functional and necessary for the requested service. No consent is required for these.

On the **Website**, the Intercom Messenger is used to offer contact options (live chat) outside the contractual relationship with logged-in users. Consent is required for this. If consent is refused, the chat function on the Website will not be available.

Name	Provider	Purpose	Retention period	Environment
intercom-id-cy4kw1wm	Intercom	Unique visitor identifier for recognition across sessions for helpdesk and support purposes.	9 months	Software (functional) / Website (after consent)

Name	Provider	Purpose	Retention period	Environment
<code>intercom-session-cy4kw1wm</code>	Intercom	Tracks the active Intercom session for the Messenger functionality.	1 week	Software (functional) / Website (after consent)
<code>intercom-device-id-cy4kw1wm</code>	Intercom	Recognises the unique device used to access the Intercom Messenger, to prevent misuse.	9 months	Software (functional) / Website (after consent)
<code>intercom.intercom-state-cy4kw1wm</code> (local storage)	Intercom	Stores the state of the Intercom Messenger (e.g. open/closed, read notifications) for a consistent user experience.	Until browser data is cleared	Software (functional) / Website (after consent)

3. Legal Basis

3.1 Functional cookies (Article 2.1): Article 6(1)(b) GDPR (performance of a contract) or Article 6(1)(f) GDPR (legitimate interest). For these cookies, no consent is required pursuant to Article 5(3) of the ePrivacy Directive (Directive 2002/58/EC) and its national implementation.

3.2 Analytical measurement via Simple Analytics (Article 2.2): no cookie; no legal basis required.

3.3 Partner tracking via Affonso (Article 2.3) and Intercom Messenger on the Website (Article 2.4): Article 6(1)(a) GDPR (consent). We request your consent via a cookie banner on your first visit to the Website. You may withdraw your consent at any time; see Article 5.

3.4 Legitimate interest: partner attribution via session storage in the Software (Article 2.3)

Legal basis: Article 6(1)(f) GDPR.

Interest of Atelyr: the correct attribution of sign-ups to Partners is necessary for the performance of partner agreements and the associated commission settlement.

Nature of the processing: only the Partner identifier is stored in session storage upon sign-up. The identifier expires automatically when the browser tab is closed, or earlier once the attribution has been processed.

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No profiling takes place, and the data is not shared with third parties beyond the performance of the partner agreement.

Reasonable expectations of data subjects: a user who signs up via a partner channel may reasonably expect that sign-up to be processed administratively in connection with the partner relationship. This is a common and recognisable practice for SaaS platforms with a partner channel.

Outcome of the balancing test: given the minimal privacy impact (no profiling, short retention period, limited purpose), the legitimate nature of the processing, and the reasonable expectations of data subjects, Atelyr's interest outweighs the interests of data subjects.

4. Retention Periods

4.1 The retention period for each cookie is listed in the tables in Article 2. After the retention period has expired, cookies are automatically removed from your device or deleted by our systems.

4.2 Session cookies are automatically deleted when you close your browser.

5. Your Choices and Cookie Management

5.1 On your first visit to the Website, we ask for your consent via a cookie banner for partner tracking (Affonso) and for the Intercom Messenger on the Website. You may grant or refuse your consent. Functional cookies and Simple Analytics are always used.

5.2 You may change your cookie preferences at any time via the cookie banner, which you can reopen via the "Cookie preferences" link in the footer of the Website.

5.3 You may also manage, block, or delete cookies via your browser settings. Please note that disabling functional cookies may affect the functioning of the Website and the Software. Consult your browser's help function for instructions:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Edge](#)

5.4 Atelyr does not respond to the "Do Not Track" signal that some browsers may send. This signal has no effect on the placement of cookies or the use of local storage or session storage by Atelyr.

6. Transfers to Third Parties

6.1 Atelyr does not share data collected via cookies with third parties for commercial or advertising purposes.

6.2 To the extent that cookie data is processed by processors acting on behalf of Atelyr, Atelyr concludes a data processing agreement with these parties that meets the requirements of the GDPR.

6.3 Some processors that process personal data in the context of this Cookie Policy are established outside the European Economic Area (EEA). Transfers to such parties take place only on the basis of appropriate safeguards, such as an adequacy decision by the European Commission, participation in the EU-US Data Privacy Framework, or Standard Contractual Clauses (SCCs). Upon request, Atelyr will provide information about the specific safeguards that apply; requests may be sent to privacy@atelyr.ai.

7. Changes to this Cookie Policy

7.1 Atelyr reserves the right to amend this Cookie Policy. Amendments will be published on the Website. In the event of material changes that affect previously given consent, we will request your consent again via the cookie banner.

7.2 The date of the most recent amendment is indicated at the top of this document.

8. Your Rights and Contact

8.1 To the extent that cookies process personal data, you have the rights described in our Privacy Policy (Article 8), including the right of access, the right to rectification, the right to erasure, and the right to object.

8.2 For questions about this Cookie Policy or the management of your data, please contact:

Atelyr B.V.

Dorpsstraat 324A, 1531 HW Wormer, Netherlands

Email: privacy@atelyr.ai

Website: www.atelyr.ai

8.3 You have the right to lodge a complaint with the supervisory authority. In the Netherlands, this is the Dutch Data Protection Authority (Autoriteit Persoonsgegevens, P.O. Box 93374, 2509 AJ The Hague, www.autoriteitpersoonsgegevens.nl). If you are resident in another EU Member State, you may also contact the competent supervisory authority in your country. An overview is available at edpb.europa.eu.