

Cookie Policy

Last Updated: June 29, 2026

The short version

- We use a small number of cookies and similar technologies to keep the site working, remember preferences, and measure how the site is used.
- Today the only third-party analytics tool loaded sitewide is Google Analytics 4. We do not currently run Meta Pixel, LinkedIn Insight Tag, or Google Ads remarketing pixels. If that changes, we will update this page first.
- We do not sell your personal information and we do not share it for cross-context behavioral advertising.
- You can opt out through your browser settings, the Google Analytics opt-out add-on, or the industry opt-out tools linked below.
- See also our Privacy Policy and Terms of Service.

1. What Are Cookies & Similar Technologies?

"Cookies" are small text files placed on your device when you visit a website. "Similar technologies" include things like browser local storage and session storage, pixels, tags, and software development kits. They let a site remember information about your visit, such as your sign-in state, preferences, and how you reached the site.

2. Categories We Use

Strictly necessary

Required for the site and client portal to work — for example, keeping you signed in, securing form submissions, and remembering basic UI state. These cannot be turned off through the site.

Performance & analytics

Help us understand which pages are useful, where visitors come from, and what is broken. We use Google Analytics 4 with IP anonymization and aggregated reporting.

Functional & preferences

Remember small things to improve your experience — for example, that you have already dismissed a popup or completed a form, or your light/dark theme choice.

Advertising & remarketing

We do not currently set advertising or remarketing cookies on this site. If we add advertising or conversion pixels in the future, we will update this page, including the table below, before they are activated.

3. Cookies & Storage We Set Today

Name	Provider	Purpose	Category	Duration
_ga	Google LLC	Distinguishes unique visitors for Google Analytics 4.	Analytics	~13 months

_ga_GQY912WQP8	Google LLC	Maintains session state for our GA4 property.	Analytics	~13 months
sb-*-auth-token	Triad Search Marketing (first party, via Lovable Cloud)	Keeps you signed in to the client portal. Stored in browser local storage, not as a cookie.	Strictly necessary	Until sign-out or token expiry
tsm_cookie_consent_v1	Triad Search Marketing (first party)	Stores your cookie preferences so we don't ask on every visit. Local storage.	Strictly necessary	Persistent until cleared
tsm_exit_intent_shown, tsm_form_abandon_shown, tsm_dismiss_*, tsm_submitted_*	Triad Search Marketing (first party)	Remembers dismissed popups, exit-intent state, sticky-CTA dismissals, and recent form submissions. Local / session storage.	Functional	Session or persistent until cleared
tsm_session_id	Triad Search Marketing (first party, via Lovable Cloud)	Anonymous session identifier used for first-party page and conversion events on our SEO dashboard. Session storage; only created after analytics consent.	Analytics	Until tab is closed

Specific cookie names set by third-party tools can change without notice. We will keep this list reasonably current and welcome corrections at legal@triadsearchmarketing.com.

4. Third-Party Providers

The only third party that sets analytics cookies on this site today is Google LLC (Google Analytics 4). Google has its own privacy and cookie practices, which you can review at policies.google.com/privacy.

5. Managing Your Cookies

- Browser settings: Most browsers let you block, delete, or limit cookies. Check your browser's help section for instructions.
- Google Analytics opt-out: Install the Google Analytics Opt-out Browser Add-on to prevent data collection by GA on any site.
- Industry opt-outs: Use the NAI and DAA opt-out tools to manage interest-based advertising across many providers.
- Mobile devices: iOS and Android both expose ad-ID and tracking controls in system settings.
- "Do Not Track": Some browsers send a DNT signal. Industry response is inconsistent; we treat a valid GPC signal (below) as a clearer opt-out.

Disabling strictly necessary cookies and storage will break features like signing in to the client portal.

6. Global Privacy Control (GPC)

When your browser sends a valid Global Privacy Control signal, we treat it as a request to opt out of any "sale" or "sharing" of personal information as those terms are defined under applicable US state privacy laws. As noted in our

Privacy Policy, we do not sell personal information and we do not share it for cross-context behavioral advertising.

7. Cookie Duration

Cookies may be session-based (deleted when you close your browser) or persistent (kept until they expire or you delete them). Approximate durations for the cookies we set are in the table above.

8. Updates to This Policy

We may update this Cookie Policy as our site, tools, and applicable laws change. We will revise the "Last Updated" date above and, for material changes, give additional notice consistent with our Privacy Policy.

9. Contact Us

Questions, corrections, or requests about cookies:

Triad Search Marketing

Greensboro, NC

Email: legal@triadsearchmarketing.com