

Cookie Policy

Reel-Scout, Inc. | www.reel-scout.com

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CP-001	1.0	January 1, 2026	Wendi Le, DPO

This Cookie Policy explains what cookies are, what types Reel-Scout uses on www.reel-scout.com and the Reel-Scout platform, why we use them, and how you can control them. It should be read alongside our Privacy Policy. By continuing to use our website, you consent to our use of cookies as described here – except where consent is required separately under applicable law, in which case we will ask you before setting non-essential cookies.

1. What Are Cookies?

A cookie is a small text file placed on your device when you visit a website. Cookies allow the website to recognize your device and remember information about your visit – such as your preferences or whether you are logged in. They help make the site work correctly and enable us to improve your experience over time.

There are two types of cookies based on who sets them:

- **First-party cookies** are set directly by Reel-Scout and are only readable by us.
- **Third-party cookies** are set by external services we use (such as analytics providers). These parties may be able to recognize your device across other websites.

Cookies also differ by how long they last:

- **Session cookies** are deleted automatically when you close your browser.
- **Persistent cookies** remain on your device for a set period or until you delete them.

We may also use similar technologies such as local storage and tracking pixels (small transparent images embedded in pages or emails that record whether content was viewed). These are covered by this policy.

2. Cookies We Use

We use four categories of cookies. The first category is strictly necessary to operate the site. The remaining three are optional – we ask for your consent before setting them.



Strictly Necessary / Essential

Required for the website and platform to function. These cannot be disabled. No consent is needed for these cookies.

Cookie Name	Provider	Purpose	Duration	Type
rs_session	Reel-Scout	Maintains your login session while using the platform. Without this cookie you would need to log in on every page.	Session	Session
rs_csrf	Reel-Scout	Security token that protects form submissions against cross-site request forgery attacks.	Session	Session
rs_cookie_pref	Reel-Scout	Stores your cookie consent preferences so we don't ask you again on every visit.	6 months	Persistent
rs_lang	Reel-Scout	Remembers your language or region preference.	1 year	Persistent



Functionality

Enhance your experience by remembering choices you make. Optional – you can opt out without affecting core functionality.

Cookie Name	Provider	Purpose	Duration	Type
rs_ui_prefs	Reel-Scout	Saves your UI preferences such as dashboard layout, column settings, and display options.	1 year	Persistent
rs_timezone	Reel-Scout	Stores your time zone setting to display dates and times correctly.	1 year	Persistent
intercom-*	Intercom	Enables the live chat support widget. Stores a unique ID so chat history is preserved across sessions.	9 months	Persistent



Analytics

Help us understand how visitors use the site so we can improve it. All data is aggregated and does not identify you personally. Optional.

Cookie Name	Provider	Purpose	Duration	Type
_ga	Google Analytics	Distinguishes unique users. Used to calculate visit, session, and campaign data for site analytics reports.	2 years	Persistent
ga*	Google Analytics	Stores and counts page views for the Google Analytics 4 measurement ID.	2 years	Persistent
_gid	Google Analytics	Stores a unique identifier for each user, refreshed every 24 hours.	24 hours	Persistent

Cookie Name	Provider	Purpose	Duration	Type
_gat	Google Analytics	Throttles the request rate to limit data collection on high-traffic sites.	1 minute	Session



Marketing / Advertising

Currently not in use. Reel-Scout does not use advertising or retargeting cookies on its website or platform. This section will be updated if that changes.

3. Third-Party Cookies and Services

Some cookies are set by third-party services we use. These parties have their own privacy and cookie policies, which govern how they use the data they collect. The third parties whose cookies may be present on our website are:

Third Party	Purpose	Privacy Policy
Google Analytics	Website traffic and usage analysis	policies.google.com/privacy
Intercom	Customer support live chat	www.intercom.com/legal/privacy

We do not control how these third parties use the data they collect. We recommend reviewing their privacy policies if you have questions about their practices.

4. Your Choices and How to Control Cookies

You have several ways to manage or opt out of cookies:

Method	How to Use It
Cookie consent banner	When you first visit our website, a banner allows you to accept all cookies, reject non-essential cookies, or customize your preferences by category. You can change your preferences at any time using the "Cookie Preferences" link in the website footer.
Browser settings	All major browsers allow you to view, manage, block, or delete cookies. Look in your browser's Settings or Preferences under Privacy, Security, or Cookies. Note: blocking strictly necessary cookies may prevent parts of the site from working.
Opt out of analytics	You can opt out of Google Analytics tracking across all websites by installing the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout .

Method	How to Use It
Opt out of Intercom	You can close the Intercom chat widget at any time. Removing the Intercom cookies from your browser settings will also stop it from identifying you on future visits.
Do Not Track	Some browsers transmit a "Do Not Track" signal to websites. We honor this signal by not setting non-essential cookies when it is detected.

Withdrawing consent is always as easy as giving it. Opting out of non-essential cookies will not affect your ability to use the core Reel-Scout platform.

5. Cookies and Personal Data

Some cookies may be linked to personal data about you – for example, analytics cookies tied to your IP address, or session cookies that identify you as a logged-in user. Where cookies involve the processing of personal data, that processing is governed by our Privacy Policy and applicable data protection law, including the GDPR (for users in the EEA or UK) and the CCPA (for users in California).

For analytics cookies, we configure Google Analytics to anonymize IP addresses before storage. We do not use analytics data to build individual profiles or for targeted advertising.

Your rights in relation to personal data processed through cookies – including the right to access, correct, or delete that data – are described in our Privacy Policy. To exercise those rights, contact us at privacy@reel-scout.com.

6. Legal Basis for Cookie Use (GDPR)

For users in the European Economic Area or United Kingdom, the legal basis for setting cookies varies by category:

Category	Legal Basis	Notes
Strictly Necessary	Legitimate interests (Art. 6(1)(f) GDPR)	Essential for the platform to function. No consent required. Cannot be disabled.
Performance	Consent (Art. 6(1)(a) GDPR)	Set only after you accept functionality cookies in the consent banner.
Analytics	Consent (Art. 6(1)(a) GDPR)	Set only after you accept analytics cookies. IP anonymization enabled.
Marketing/Advertising	Not applicable	We do not currently use marketing or advertising cookies.

7. Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, the services we rely on, or applicable law. We will update the "Last Updated" date at the top of this document when we do. For material changes, we will display a notice on our website or send you an email notification. We encourage you to review this policy periodically.

If you have already given consent and we make a material change that affects how we process your data through cookies, we will ask for your consent again.

8. Contact Us

If you have questions about this Cookie Policy or how we use cookies, please contact us:

Data Protection Officer	Wendi Le
Email	privacy@reel-scout.com
Address	1900 Abbott Street, Suite 100 Charlotte, NC 28203
Phone	888.355.REEL (7335)

You also have the right to lodge a complaint with the relevant data protection supervisory authority. For EEA users, this is the authority in your member state. For UK users, this is the Information Commissioner's Office (ICO) at ico.org.uk.

– END OF COOKIE POLICY –