

Cookie Policy

How Lead Ignition Ltd uses cookies and similar technologies

Maintained by	Version
Lead Ignition Ltd	1.4
Next review	Applies to
12 months after approval, and whenever a cookie is added or removed	leadignition.co.uk, the Lead Ignition CRM (app.leadignition.io), pages, forms and booking calendars hosted on the CRM, and our client portal
Classification	Approval
Public	Signed by Alex Moyies, Director, 10 October 2026

1. About this policy

This policy explains how Lead Ignition Ltd (company number 15542026, ICO registration ZB780862) uses cookies and similar technologies on our website, the Lead Ignition CRM, pages and forms hosted on the CRM, and our client portal. Read it with our Privacy Notice.

Cookies are small files stored on your device. Similar technologies include pixels (code that tells an advertising platform you visited) and browser storage (local storage and session storage). In this policy, "cookies" covers all of these.

Under the Privacy and Electronic Communications Regulations 2003 (PECR), a cookie may only be used without your consent if it is strictly necessary for a service you asked for. Everything else needs your consent, and we make rejecting as easy as accepting.

2. The short version

- **Our website** stores nothing that is not strictly necessary until you choose in our cookie banner.
- **The Lead Ignition CRM** uses cookies to keep you signed in, secure and where you left off. Its analytics asks for your choice when you sign in.
- **Pages, forms and booking calendars on the CRM** set a visitor ID so a form or booking reaches the right contact record.
- **Our client portal** stores only what it needs to keep you signed in.

3. Our website: leadignition.co.uk

When you first visit, our cookie banner asks for your choice. You can **Accept all**, **Reject all**, or **Manage choices** to switch each category on or off. Until you choose, nothing non-essential is stored. If your browser sends a Global Privacy Control signal, we treat it as "Reject all" and don't show the banner.

We remember your choice for 6 months, then ask again, and we also ask again if we add a new category. You can change your mind at any time with "Cookie settings" in the footer of every page.

What they do	Set by	How long	Consent needed?	Names
Remember your cookie choices	Lead Ignition	6 months, then we ask again	No (strictly necessary)	li-consent

Let an approved visitor read documents in our document vault (only set when you open an access link we sent you)	Lead Ignition	Up to 90 days	No (strictly necessary)	li_vault
Count page views and referring sites. Stores nothing on your device	Vercel	Nothing stored	No (statistics only). You can switch it off in Cookie settings	Vercel Analytics
Remember which advert or link brought you here, so an enquiry is credited to the right campaign	Lead Ignition	Until you close the tab	Yes	li-attribution
Measure the results of our adverts (only if we run adverts on that platform)	Google, Meta, TikTok	90 days to 400 days	Yes	_ga*, _fbp, _fbc, _ttp, _tt_enable_cookie

Last checked: 7 October 2026.

4. The Lead Ignition CRM: app.leadignition.io

If you use the CRM as one of our clients, it needs cookies to keep you signed in and secure and to remember your settings, and it cannot work without them. Our Sparky assistant, which is part of the CRM, also stores a little to run your conversation with it.

The CRM runs on our CRM platform provider's technology, which also includes analytics: Google Analytics, Pendo (product analytics and in-app guides, which can include recording how the application is used), Statsig (feature testing) and in-app promotions. When you sign in, our cookie banner asks for your choice. Until you accept, Google Analytics and Pendo are blocked: no analytics cookies are kept and nothing is sent. Your choice is remembered for 6 months.

Two limits, so you know exactly what to expect:

- **The sign-in page** belongs to the platform, and its analytics runs before the banner can appear. Once you sign in, the banner removes anything it set.
- **Statsig, the in-app promotions and the platform's visitor ID** are not blocked. They are part of how our CRM platform provider runs the platform and we cannot switch them off. You can block them in your browser without affecting the CRM.

The sign-in page links to our SaaS Terms and Conditions and to this policy. Agreeing to our terms is not consent to cookies.

What they do	Set by	How long	Consent needed?	Names
Keep you securely signed in, keep your session current and show the Lead Ignition branding	Our CRM platform	Until you sign out or the session ends	No (strictly necessary)	proxyLoginCount, sessionId, access-token-v1, access-token-v2, refresh-token-v1, refresh-token-v2, custom-firebase-token, loginDate, lastRefresh, tokenRefreshTimestamp, deviceId, domainBrandId:*, a, m_a

Protect the service from attacks and fraud, and report faults so they can be fixed	Cloudflare, Stripe and Sentry, for our CRM platform	30 minutes to 1 year	No (strictly necessary)	__cf_bm, debug_sentry, __stripe_mid
Record agreements you have accepted, so you are not asked again	Our CRM platform	Until cleared	No (strictly necessary)	affiliate- policy- accepted- *, hipaa- baa- resign- accepted- *
Remember your settings and where you were: language, accounts, recent pages, open tabs, list views, filters and searches, and which tips you have seen	Our CRM platform	Until cleared, or until you close the tab	No (remembers your preferences; you can clear them in your browser)	locale, v2_history_*, v2_session_history_*, v2_contact_session_*, nav-sdui-flag:*, contact- details- tabs- state- *, contact- details- sidebar- active- option- id, contactSmartlist-*, exportFilter-*, opportunitySearch-Query- *, contactFeatureCatalogHistory, automationFeatureCatalogHistory, activeLocations, notificationLocations, recentVisitedLocations, i18n_cache_*, previous_page_loads
Run the platform's help chat and feedback board when you use them	Our CRM platform	Until cleared	No (needed for a feature you use)	botpress-we-bchat-open, canny-identify-hash
Run Sparky, our assistant: your current conversation, and whether you have seen its introduction	Lead Ignition	Until you close the tab, or 6 months	No (needed for a feature you use)	sparky-flag-seen-v2*, sparky-chat, sparky-nudge-dismissed
Measure how the application is used	Google Analytics, for our CRM platform	24 hours to 400 days	Yes: blocked until you accept	_ga, _ga_*, _gid, _gat
Product analytics and in-app guides, which can include recording how the application is used	Pendo, for our CRM platform	Until cleared, or until you close the tab	Yes: blocked until you accept	_pendo_*, pendo_*
Decide which version of a feature you see, and measure its use	Statsig, for our CRM platform	Until cleared	Not blocked: the platform runs it and we cannot switch it off. You can block it in your browser without affecting the CRM	statsig*

Rotate the platform's in-app feature promotions and record which were shown	Our CRM platform	Until cleared	Not blocked: the platform runs it and we cannot switch it off. You can block it in your browser without affecting the CRM	ai- growth- promo- adoption- rotation:*
A visitor ID the platform uses to measure activity	Our CRM platform	1 year	Not blocked: the platform runs it and we cannot switch it off. You can block it in your browser without affecting the CRM	msgsndr_id

Last checked: 7 October 2026.

5. Pages, forms and booking calendars on the CRM

Pages, forms, surveys and booking calendars built on the Lead Ignition CRM, such as crm.leadignition.co.uk, set a visitor ID (msgsndr_id) so that a form submission or booking is linked to the right contact record.

When we build a website, form, calendar or app for one of our clients, that client decides how it is used and is responsible for its cookie notice and consent banner, because the people who visit are the client's customers. We tell each client which cookies the platform sets, and we can add a consent banner on request. If you have a question about cookies on one of our clients' pages, please contact that business.

What they do	Set by	How long	Consent needed?	Names
Tell people and bots apart, to protect the page from attacks	Cloudflare	30 minutes	No (strictly necessary)	__cf_bm
Link a form submission or booking to the right contact record	Our CRM platform	1 year	The page owner's cookie banner (see below)	msgsndr_id
Count page views. Stores nothing on your device	Cloudflare	Nothing stored	No (statistics only). You can block it in your browser	Cloudflare Web Analytics

Last checked: 7 October 2026.

6. Our client portal: portal.businessignition.co.uk

What they do	Set by	How long	Consent needed?	Names
Keep you signed in to the portal, and keep it unlocked while the tab is open	Lead Ignition, using Supabase	Until you sign out, or close the tab	No (strictly necessary)	li-unlock-*, sb-*

Last checked: 7 October 2026.

7. Managing cookies in your browser

You can also block or delete cookies in your browser settings; your browser's help pages explain how. Blocking strictly necessary cookies may stop sign-in from working. If you withdraw consent for advertising on our website, the tags stop loading, and any cookies they already set stay until they expire or you delete them. You can also limit advertising tracking in your Google, Meta and TikTok account settings.

8. How we keep this policy up to date

We scan our website, the CRM, CRM-hosted pages and our client portal whenever we change tracking, sign-in, embedded content or third-party scripts, and every month, because our CRM platform provider can change its cookies without telling us. Anything new is added here before we rely on it. The "Last checked" line under each table shows when it was last confirmed.

9. Contact

If you have any questions, email our data protection lead at dpo@leadignition.co.uk, call 020 7177 1702, or write to Lead Ignition Ltd, 71-75 Shelton Street, Covent Garden, London WC2H 9JQ.

You can complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.