
Cookie Policy

Version: 1.0 Last Updated: April 2026 Applies to: www.olo-robotics.com

1. Introduction

This Cookie Policy explains what cookies are, which cookies OLO Robotics Ltd places on your device when you visit www.olo-robotics.com (our "Website"), why we use them, and how you can control them.

Please read this policy alongside our Privacy Policy, which provides further information about how we collect, use, and protect your personal data.

2. Who We Are

OLO Robotics Ltd is the data controller responsible for cookies set directly by our Website.

Registered address: G03–G05, Spaces Acero, 1 Concourse Way, Sheffield, S1 2BJ, United Kingdom

Contact: support@olo-robotics.com

3. What Are Cookies?

Cookies are small text files that are placed on your computer or mobile device when you visit a website. They are widely used to make websites work efficiently, to improve user experience, and to provide information to the owners of the site.

Cookies may be set by the website you are visiting ("first-party cookies") or by third-party services operating on that website ("third-party cookies"). Cookies can be either:

Session cookies – deleted automatically when you close your browser.

Persistent cookies – remain on your device for a defined period or until you delete them manually.

4. Legal Basis for Using Cookies

We operate this Website from the United Kingdom and comply with the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations 2003 (PECR).

Under PECR, we are permitted to store cookies on your device without prior consent only where they are strictly necessary for the provision of a service you have requested. All other cookies require your informed consent before they are placed.

We categorise our cookies as follows:

Strictly Necessary – no consent required.

Analytics – require your consent before activation.

5. Cookies We Use

The tables below list all cookies that may be set on your device when you visit www.olo-robotics.com, grouped by category.

5.1 Strictly Necessary Cookies

These cookies are essential to enable the basic functions of our Website and cannot be switched off. They do not store any personally identifiable information and do not require your consent.

Cookie Name	Provider	Purpose	Type	Duration
__cf_bm	Cloudflare (via HubSpot CDN)	Bot detection and rate-limit protection provided by	Necessary	30 minutes

Cookie Name	Provider	Purpose	Type	Duration
		Cloudflare, which powers our CDN layer.		
__cfuid	Cloudflare (via HubSpot CDN)	Assigns a unique request identifier to support Cloudflare rate-limiting and session routing.	Necessary	Session
__cfuid	Cloudflare (via HubSpot CDN)	Supports Cloudflare rate-limiting policies for visitor sessions.	Necessary	Session
__hs_opt_out	HubSpot	Records whether the visitor has opted out of tracking cookies, so they are not asked again.	Necessary	6 months
__hs_do_not_track	HubSpot	Prevents the HubSpot tracking code from sending data when a visitor has chosen not to be tracked.	Necessary	6 months
__hs_initial_opt_in	HubSpot	Prevents the cookie consent banner from repeatedly displaying to visitors browsing in strict privacy mode.	Necessary	7 days
__hs_cookie_cat_pref	HubSpot	Stores the cookie categories a visitor has	Necessary	6 months

Cookie Name	Provider	Purpose	Type	Duration
		consented to, so their preferences are remembered.		
__hs_gpc_banner_dismiss	HubSpot	Records when a visitor has dismissed the Global Privacy Control (GPC) banner.	Necessary	180 days
__hs_notify_banner_dismiss	HubSpot	Records dismissal of a cookie notification banner so it does not reappear unnecessarily.	Necessary	180 days
hs_ab_test	HubSpot	Ensures a consistent version of an A/B-tested page is served to the same visitor across page loads.	Necessary	Session
hs-messages-is-open	HubSpot	Saves the open/closed state of the HubSpot chat widget between page loads.	Necessary	30 minutes
hs-messages-hide-welcome-message	HubSpot	Prevents the chat widget welcome message from reappearing within one day of being dismissed.	Necessary	1 day

5.2 Analytics Cookies

These cookies help us understand how visitors interact with our Website so we can improve it. They collect information in aggregate or pseudonymous form. These cookies will only be placed on your device with your consent.

Cookie Name	Provider	Purpose	Type	Duration
ph_<api_key>_posthog	PostHog	Core analytics cookie set by PostHog. Stores a pseudonymous unique visitor identifier (distinct_id) and session ID to track page views, feature interactions, and usage patterns across sessions. The exact cookie name includes OLO's PostHog project API key.	Analytics	365 days
__hstc	HubSpot	Main HubSpot analytics tracking cookie. Stores a pseudonymous visitor identifier, the number of sessions, the timestamp of first and most recent visits, and browsing history for analytics purposes.	Analytics	6 months
hubspotutk	HubSpot	Tracks a visitor's pseudonymous identity across sessions. When a visitor submits a form on the Website, this cookie associates the submission with their contact record in HubSpot CRM.	Analytics	6 months
__hssc	HubSpot	Tracks the visitor's current session: counts pages viewed within the session and determines whether to increment the session count in __hstc.	Analytics	30 minutes
__hssrc	HubSpot	Detects when the visitor has started a	Analytics	Session

Cookie Name	Provider	Purpose	Type	Duration
		new browser session, enabling accurate session counting in analytics.		

6. Third-Party Tools That Set Cookies

6.1 PostHog

PostHog is our product analytics and session-insight platform. It allows us to understand how visitors use the Website so we can improve our platform and user experience. PostHog processes data as our data processor and does not use data collected on our Website for its own purposes.

PostHog privacy information: <https://posthog.com/privacy>

6.2 HubSpot

HubSpot is our customer relationship management (CRM) and marketing platform. The HubSpot tracking code may be installed on the Website to measure visitor interactions and associate form submissions with CRM contact records. HubSpot also provides the Cloudflare CDN layer that sets the strictly necessary `__cf_bm`, `__cfuid`, and `__cfuid` cookies.

HubSpot privacy information: <https://legal.hubspot.com/privacy-policy>

HubSpot cookie information: <https://knowledge.hubspot.com/privacy-and-consent/what-cookies-does-hubspot-set-in-a-visitors-browser>

6.3 Cloudflare

Cloudflare provides content delivery network (CDN) and security services used by HubSpot. The strictly necessary cookies `__cf_bm`, `__cfuid`, and `__cfuid` are set by Cloudflare to protect the Website against bots and manage traffic rate limits. These cookies do not track you for marketing purposes.

Cloudflare privacy information: <https://www.cloudflare.com/privacypolicy/>

7. How to Control Cookies

7.1 Our Cookie Consent Banner

You can accept or decline analytics cookies when you first visit.

7.2 Browser Settings

You can control and delete cookies through your browser settings. Most browsers allow you to:

View cookies stored on your device and delete them individually or all at once.

Block third-party cookies.

Block all cookies from being set.

Receive a notification when a cookie is set.

Please note that restricting cookies may affect the functionality of this and many other websites. For guidance on how to manage cookies in your browser, visit:

Google Chrome: <https://support.google.com/chrome/answer/95647>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Safari: <https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac>

Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge>

7.3 Opting Out of Analytics

PostHog: You can opt out of PostHog analytics tracking by visiting <https://posthog.com/privacy> and following the opt-out instructions, or by disabling analytics cookies via our consent banner once it is live.

HubSpot: You can opt out of HubSpot tracking by visiting <https://www.hubspot.com/data-privacy/privacy-policy> and submitting a data subject request, or by blocking the `__hstc` and `hubspotutk` cookies in your browser.

8. Do Not Track

Some browsers include a "Do Not Track" (DNT) feature that signals to websites that you do not wish to be tracked. HubSpot's tracking code will respect the `__hs_do_not_track` cookie and cease sending data if it is set. We are reviewing our overall DNT response policy and will update this notice accordingly.

9. International Data Transfers

PostHog and HubSpot may process data collected via cookies outside the United Kingdom. Where this occurs, both providers rely on appropriate safeguards (such as the UK International Data Transfer Agreement or UK Addendum to the EU Standard Contractual Clauses) to ensure your data is protected to a standard equivalent to UK GDPR.

For further information, please refer to the privacy policies of PostHog and HubSpot linked in Section 6 above.

10. Cookie Retention Periods

Cookie durations are listed in the tables in Section 5. Session cookies are deleted when you close your browser. Persistent cookies expire at the end of the period shown, or when you clear your cookies manually through your browser settings.

11. Your Rights

Under the UK GDPR you have the right to:

Access the personal data we hold about you.

Request correction of inaccurate data.

Request deletion of your data in certain circumstances.

Object to processing based on legitimate interests.

Withdraw consent at any time (where processing is based on consent).

Lodge a complaint with the Information Commissioner's Office (ICO).

To exercise any of these rights, please contact us at support@olo-robotics.com. We aim to respond within one month.

ICO Contact Details

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113 | Website: <https://ico.org.uk>

12. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, our services, or applicable law. We will indicate the "Last Updated" date at the top of this document and, where changes are significant, we will notify you by a prominent notice on our Website.

We encourage you to review this policy periodically.

13. Contact Us

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

Company	OLO Robotics Ltd
Address	G03–G05, Spaces Acero, 1 Concourse Way, Sheffield, S1 2BJ
Email	support@olo-robotics.com
Website	www.olo-robotics.com