

# Cookie Notice

Current use of cookies, local storage and related device technologies

Effective date: 10 August 2026

## Current position

- **Focus Ladder Ltd does not currently intend to deploy optional analytics, advertising, personalisation or social-media cookies on its own website.**
- **Strictly necessary cookies or similar technologies may still be used by the website, security, account or payment services requested by the user, including technologies used on Stripe-hosted Checkout pages for payment, authentication and fraud prevention.**
- **Because no optional technologies are currently activated by Focus Ladder Ltd, the website does not need an optional-cookie consent banner at this stage. This Notice must still remain available.**
- **Before any optional analytics, advertising or similar technology is introduced, it must be blocked by default until valid consent is obtained, and this Notice and the internal technology register must be updated.**

## 1. Who Is Responsible

**1.1** Focus Ladder Ltd, company number 17382413, is responsible for the Focus Ladder® website and Platform technologies it selects. Privacy and cookie queries may be sent to [support@focusladder.io](mailto:support@focusladder.io).

**1.2** A third-party service may be separately responsible for technologies used on its own domain or service. For example, a Stripe-hosted Checkout page may use Stripe technologies under Stripe's own privacy and cookie information.

## 2. What These Technologies Are

**2.1** As at the effective date, Focus Ladder Ltd does not intentionally place optional analytics, advertising, personalisation or social-media cookies on its public legal pages or own service. A simple static public legal page can operate without optional cookies.

**2.2** Strictly necessary cookies, local storage, security tokens, payment technologies or server logs may still be used by Stripe, the public-page host, authentication, security or other providers to supply a service the visitor requests, prevent fraud, maintain security or remember a necessary transaction state. Their use is not an assertion that Focus Ladder Ltd deploys optional tracking.

**2.3** Ordinary web-server access logs are not cookies merely because they record an IP address, request time or requested file. They are personal information where a visitor can be identified or singled out and are governed by the Privacy Notice, security controls and retention rules. The public site must not embed Member information or confidential files in its static assets.

### 3. Current Technology Register

| Service or category                                     | Current status                                                                                                       | Purpose                                                                                | Consent position                                                                                                                       | Indicative duration                 |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Focus Ladder® public legal pages                        | No optional cookies intentionally deployed                                                                           | Display legal information                                                              | No optional consent banner required while this remains accurate                                                                        | No optional identifier intended     |
| Website hosting and security                            | May use strictly necessary session, routing, load-balancing or security technologies depending on the final provider | Deliver the page requested, maintain security and prevent abuse                        | Strictly necessary where the legal exception applies                                                                                   | session or provider-defined minimum |
| Stripe-hosted Checkout, Stripe.js or Link where enabled | May use cookies, local storage or similar technologies                                                               | Payment, authentication, fraud prevention, Checkout functionality and service security | Provider technologies necessary for the requested payment service; any optional provider choice is governed by the provider's controls | As stated by Stripe                 |
| Member account or Platform login when launched          | Not yet finalised                                                                                                    | Authentication, session continuity and account security                                | Strictly necessary where required to provide the logged-in service                                                                     | session or security period          |
| Analytics, heatmaps and performance tracking            | Not currently activated by Focus Ladder Ltd                                                                          | Would measure traffic or product use                                                   | Must not be activated before valid consent where required                                                                              | Not applicable                      |

| Service or category                                              | Current status          | Purpose                               | Consent position                                          | Indicative duration |
|------------------------------------------------------------------|-------------------------|---------------------------------------|-----------------------------------------------------------|---------------------|
| Advertising, retargeting, social pixels and cross-site profiling | Not currently activated | Would measure or target advertising   | Must not be activated before valid consent                | Not applicable      |
| Personalisation not requested by the user                        | Not currently activated | Would customise content or experience | Must not be activated before valid consent where required | Not applicable      |

## 4. Your Choices

**4.1** Where only strictly necessary technologies are used, they cannot ordinarily be disabled through a Focus Ladder® preference centre without preventing the requested function. A user may use browser controls, but blocking necessary technologies may stop Checkout, login or security features from working.

**4.2** If optional technologies are introduced, the website will provide an equally clear choice to accept or reject them and a preference control to change or withdraw consent. Rejecting optional technologies will not prevent access to the core paid Service.

## 5. Change Control and Auditing

**5.1** The Company reviews storage and access technologies before materially new optional tracking is introduced and after material website, Platform, payment, hosting or marketing changes where the change could affect the accuracy of this Notice. The review may use proportionate technical checks, provider documentation and the Company's internal technology record.

**5.2** A technology must not be classified as strictly necessary merely because it is useful. Optional analytics, advertising and most profiling technologies must remain disabled until the required consent mechanism, records and updated notices are in place.

**5.3** This Notice will be updated when providers or technologies change. The effective date and the Company's retained document record identify the notice currently in force.

## 6. Contact

**6.1** Questions or concerns may be sent to [support@focusladder.io](mailto:support@focusladder.io) or to Focus Ladder Ltd at 66 Paul Street, London, EC2A 4NA, United Kingdom.