

# Cookie Policy

Oakstone PC Care (the Windows application) has its own documents: License Agreement and Terms, Refund and Cancellation Policy and Privacy Policy for the application (all effective 6 October 2026). Those documents govern the application, your account and any subscription; this page covers this website.

Last revised: 7 October 2026.

This policy lists the cookies and similar storage this website actually uses. Optional analytics and advertising are switched off until you turn them on. You can change your choice at any time using the Cookie Settings link in the footer of every page.

## 1. The categories we use

- Strictly necessary. Needed for the website to work, to remember your cookie choice, and to keep the download and the enquiry forms working. These cannot be switched off and are used whatever you choose.
- Analytics. Optional. Helps us understand which pages are used.
- Advertising. Optional. Measures our advertising on Google, Microsoft Advertising (Bing), Meta and TikTok.

Scrolling, downloading the installer, closing the banner or simply continuing to use the website is not treated as consent. If our consent tool fails to load, optional cookies stay switched off.

Before you choose, the only thing stored on your device is the record of your choice itself. Campaign details and the visitor identifier described below are written only after you allow analytics or advertising, and are removed if you later withdraw. Downloading the application and using the contact forms work exactly the same either way.

## 2. Strictly necessary storage

| Name                                                                                                  | Provider                            | Purpose                                                                                                                   | Category           | Duration        | Status |
|-------------------------------------------------------------------------------------------------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------|--------|
| oak_consent                                                                                           | OakstoneAssist (first party cookie) | Records your cookie choice so it can be applied on later pages and visits.                                                | Strictly necessary | 180 days        | Active |
| oak_consent_v1                                                                                        | OakstoneAssist (localStorage)       | The same consent record, including the date it was given.                                                                 | Strictly necessary | Until cleared   | Active |
| oak_visit_reported , oak_call_reported, oak_exit_shown, oak_checkup_expanded_once, oak_countdown_ends | OakstoneAssist (sessionStorage)     | Remembers, for the current browser session only, which on-page messages have already been shown so they are not repeated. | Strictly necessary | Current session | Active |

## 3. Analytics

| Name        | Provider                                  | Purpose                                                                                                                                                                                                                                                                                                                                                               | Category                | Duration               | Status                                                                                               |
|-------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------------------------|------------------------------------------------------------------------------------------------------|
| oak_attr    | OakstoneAssist (cookie and localStorage)  | Remembers the campaign details of the link you arrived on, so an enquiry can be credited to the right campaign. It is only written after you allow analytics or advertising. Advertising click identifiers (for example a Google Ads gclid) are only included when you allow advertising, and the whole record is deleted from your device if you reject or withdraw. | Analytics / Advertising | 90 days                | Active                                                                                               |
| oak_visitor | OakstoneAssist (localStorage)             | A random identifier that recognises return visits and links an enquiry to the visit it came from. It is only stored after you allow analytics or advertising. Without that permission a temporary identifier is used for the current page only, and nothing is kept on your device or linked across visits.                                                           | Analytics               | Until cleared          | Active                                                                                               |
| _ga, _ga_   | Google Analytics (via Google Tag Manager) | Counts visits and page use so we can improve the website.                                                                                                                                                                                                                                                                                                             | Analytics               | As published by Google | Only if an analytics tag is published in our tag manager container , and only with analytics consent |

## 4. Advertising

| Name                                  | Provider              | Purpose                                                          | Category    | Duration                                  | Status                                                          |
|---------------------------------------|-----------------------|------------------------------------------------------------------|-------------|-------------------------------------------|-----------------------------------------------------------------|
| _gcl_a and related Google Ads cookies | Google                | Measures whether an advertisement led to an enquiry or download. | Advertising | As published by Google (commonly 90 days) | Not currently deployed — no Google Ads conversion ID configured |
| _uetid, _uetvid                       | Microsoft Advertising | Microsoft UET advertising measurement.                           | Advertising | As published by Microsoft                 | Not currently deployed — no UET tag ID configured               |
| _fbp                                  | Meta                  | Meta Pixel advertising measurement.                              | Advertising | As published by Meta                      | Not currently deployed — no Meta Pixel ID configured            |
| _ttp                                  | TikTok                | TikTok Pixel advertising measurement.                            | Advertising | As published by TikTok                    | Not currently deployed — no TikTok Pixel ID configured          |

Durations shown for third-party cookies are the providers' published values. We will confirm the actual values against the live website once each platform is switched on.

### ***5. Consent mode and cookieless measurement***

We use Google Consent Mode v2. Before any tag runs, this website sets ad\_storage, analytics\_storage, ad\_user\_data and ad\_personalization to denied, and sets Microsoft UET ad\_storage to denied. Those values change to granted only for the categories you allow, and return to denied if you withdraw consent.

In a denied state some Google and Microsoft tags may still send a request that contains no identifiers from your device, used only to estimate totals. A denied state does not always mean that no network request is made. Our current Google configuration is recorded in the implementation notes supplied with this website; the Google Ads, Microsoft, Meta and TikTok tags listed above are not deployed yet, so no advertising cookies are set at present.

### ***6. Other third parties that receive your IP address***

- Google Fonts — serves the website typefaces.
- Pexels — serves one photograph used on the home page.
- EmailJS — delivers form submissions and callback requests.
- ipwho.is — looks up an approximate location, only at the moment you submit a form or tap a telephone link.
- Our website host, as a normal part of serving the page.

These do not set advertising cookies through this website.

### ***7. Managing your choice***

- Use Cookie Settings in the footer to accept, reject or change individual categories at any time.
- If your browser sends a Global Privacy Control or Do Not Track signal, optional cookies stay switched off unless you change them yourself.
- You can also delete cookies and site data in your browser settings. The website, the enquiry forms and the download all keep working if you reject optional cookies.

Cookie choices do not give permission for marketing calls, text messages, email marketing, remote access to your computer or Windows notifications.

### ***8. Questions***

Email [info@oakstoneassist.com](mailto:info@oakstoneassist.com) or call 1-888-606-7273. See also our Privacy Policy.

Oakstone Technologies LLC · 30 N Gould St Ste R, Sheridan, WY 82801 · 1-888-606-7273 · [info@oakstoneassist.com](mailto:info@oakstoneassist.com)