Therapy withVR

Cookie Policy

Version	2.0.0
Effective date	30 days after notice is sent to existing users
Company	withVR BV
Registered address	Meulesteedsesteenweg 194 bus 204, Ghent 9000, Belgium
VAT / company number	BE-0790.909.294
Governing law	Belgian law
Jurisdiction	Courts of Ghent, Belgium
Contact	hello@withvr.app | legal@withvr.app

This Cookie Policy explains what cookies are, which cookies Therapy withVR uses, why we use them, and how you can manage your preferences. It applies to withvr.app and the Therapy withVR Web App. It also covers similar storage in your browser (local storage, session storage and IndexedDB), which works like a cookie; the tables below name each item.

This policy should be read alongside the withVR Privacy Policy, available at withvr.app, which provides full details of how we collect and process personal data.

1. What Are Cookies?

Cookies are small text files that a website places on your device (computer, tablet, or phone) when you visit. They are widely used to make websites work, to remember your preferences, and to provide information to website owners.

Cookies can be:

- **First-party cookies:** set by withVR directly, on withvr.app
- **Third-party cookies:** set by external services we use, such as Google Analytics

Cookies can also be:

- **Session cookies:** temporary files that are deleted when you close your browser
- **Persistent cookies:** files that remain on your device until they expire or you delete them

2. How We Use Cookies

We use cookies for the following purposes. Cookies are grouped into two categories based on whether they require your consent.

Strictly Necessary Cookies - No consent required

These cookies are essential for the platform to function. Without them, core features such as logging in and maintaining your session would not work. They do not collect personal data for marketing or analytics purposes, and they are set automatically when you use the platform.

Name	Provider	Purpose	Type	Duration	Consent
__session(Firebase Auth token)	Google Firebase	Stores your authentication token after you log in. Without this cookie, you would be logged out every time you navigate to a new page.	First-partySession	Session (deleted when browser closes)	Not required - strictly necessary
firebase:authUser (browser storage)	Google Firebase	Maintains your logged-in state in the Therapy withVR Web App between sessions, so you do not need to log in every time you open the app. Kept in IndexedDB, or in local storage where IndexedDB is not available. If you check "This is a shared computer" when you sign in (Web App 5.0.0 and later), it is kept in session storage instead and is removed when you close the tab.	First-partyPersistent	Until you sign out or clear browser storage (shared computer: until you close the tab)	Not required - strictly necessary
firebase:host(connection state)	Google Firebase	Stores Firebase Hosting routing and connection preferences to ensure the Web App loads correctly.	First-partyPersistent	Up to 1 year	Not required - strictly necessary
Web App storage (IndexedDB)	withVR BV	Keeps what the Web App needs between visits (Web App 5.0.0 and later): the result of your last license check, so that the app keeps working for up to 72 hours without a connection; whether you have seen the Whisper notice; whether your client profiles were moved to the newer encryption; the number of AI sentence suggestions used today; and downloaded avatar models.	First-partyPersistent	Until you clear your browser's site data (the license check result is replaced at every sign-in)	Not required - strictly necessary
withvr_loads, withvr_rapid_cleared, withvr_recover_attempts, withvr_recover_pending, withvr.loading.reloaded, withvr.loading.	withVR BV	Small flags, and the times of recent page loads, that let the Web App's loading screen notice repeated failed loads, clear the Web App's download cache and reload the page when loading fails, without reloading over and over. They hold nothing about you or your sessions.	First-party Session	Until you close the browser tab	Not required - strictly necessary

pending (session storage)					
withvr_cache_bust (local storage)	withVR BV	The version number of the Web App's last cache clean-up, so that its download cache is cleared only once after an update.	First-party Persistent	Until you clear your browser's site data	Not required - strictly necessary
UnityCache (IndexedDB and Cache Storage)	withVR BV	Keeps copies of the Web App's own program and content files, so that it starts faster the next time. It holds nothing about you or your sessions.	First-party Persistent	Until you clear your browser's site data, or until the Web App clears it after a failed load	Not required - strictly necessary
cookie-consent (local storage)	withVR BV	Stores your choice, the word "accepted" or "declined", so the consent banner does not appear on every visit. No date or identifier is stored with it, and it is not sent to withVR.	First-party Persistent	Until you change your choice or clear your browser's site data	Not required - strictly necessary
vr_lang_pref	withVR BV	Remembers the website language you chose so that pages open in that language. It is set only when you pick a language (with the language switcher or a link that names a language), never automatically. Without it, the website may open a translated page that matches your browser language, without storing anything.	First-party Persistent	180 days	Not required - functional
theme (local storage)	withVR BV	Remembers whether you chose the light or dark theme. Set only when you use the theme switch.	First-party Persistent	Until you clear your browser's site data	Not required - functional
_GRECAPTCHA and Cloudflare Turnstile	Google (reCAPTCHA, through Firebase App Check); Cloudflare	Protect the contact and newsletter forms against spam and abuse. These checks load only when you start filling in a form.	Third-party Persistent	Up to 6 months (_GRECAPTCHA)	Not required - strictly necessary (security)

Analytics Cookies - Consent required

These cookies help us understand how visitors use the withvr.app website (not the Web App or platform). We use Google Analytics to collect anonymous, aggregated data about page visits, traffic sources, and general usage patterns. This data does not identify individual users and is never used for advertising.

Google Analytics cookies are only set on the main withvr.app website. They are not used inside the Therapy withVR Web App or in any platform session.

These cookies and storage items are only set after you give your consent through our cookie consent banner.

The Google Analytics script is not loaded at all until you accept analytics cookies in the banner, for every visitor, wherever they are. Before you accept, or if you reject or ignore the banner, withVR does not send anything to Google Analytics: no cookies, no page-view signals and no device information. When you accept, Google Analytics loads with Google Consent Mode set to grant analytics storage only; the advertising signals stay denied.

Name	Provider	Purpose	Type	Duration	Consent
_ga	Google Analytics	Registers a unique ID used to generate statistical data on how you use the website. All data is anonymized and aggregated.	Third-partyPersistent	2 years	Required - opt-in only
_ga_[ID]	Google Analytics	Used by Google Analytics to track session state and page interactions on the website.	Third-partyPersistent	2 years	Required - opt-in only
vr_audience_segment (local storage)	withVR BV	Remembers which audience page you visited (for example the page for SLPs or for researchers) so that Google Analytics can group visits by audience.	First-party Persistent	Until you withdraw consent or clear your browser's site data	Required - opt-in only
vr_org_type (local storage)	withVR BV	After you submit a form, stores the type of e-mail domain you used (university, school, NHS, government, personal or private practice), never the address itself, for Google Analytics reporting.	First-party Persistent	Until you withdraw consent or clear your browser's site data	Required - opt-in only
vr_country_market (local storage)	withVR BV	Stores a market group ("tier1", "eu" or "rest") worked out from your browser language, for Google Analytics reporting. Only after you accept analytics cookies, this market group and the two-letter country code in your browser language setting (for example "BE" from "nl-BE") are sent to Google Analytics.	First-party Persistent	Until you withdraw consent or clear your browser's site data	Required - opt-in only
vr_entry_channel (session storage)	withVR BV	Remembers how you arrived on the website (a search engine, an AI assistant or another site) during this visit, so that a demo booking link can show where the booking came from. Whether or not you accept, a link to book a demo on Calendly carries in its address the website, the page language and path, and the type of site that sent you to this page (search engine, AI assistant, other site or none);	First-party Session	Until you close the browser tab	Required - opt-in only

		without consent only the current page's referrer is used and nothing is stored in your browser. We do not store this; Calendly records it with a booking you make.			

Important: Therapy withVR does not use advertising cookies, marketing trackers, or any cookies that share data with advertising networks or social media platforms.
Voice speed measurement (Web App) - optional, consent required
Name
Provider
Purpose
Type
Duration
Consent
withvr-voice-speed (IndexedDB database)
withVR BV
Holds a random value that this browser creates, and one record for each account that uses the setting here. The record is found by a key made from that random value and your account identifier; the key stays in this browser and is never sent to us. The record holds the random code for the optional voice speed measurement (a new one each month) and a list of the codes this browser used in about the last four months (a measurement stays for 90 days after the last day a code was used), so that it can ask us to delete the matching measurements. If a deletion request has not reached us yet, it also holds the codes waiting to be deleted. No measurements are stored here. Not linked to your account on our side. When you say no or switch the setting off, this browser at once writes a note of that into the account's record, whatever it knew of your choice until then, and moves the account's codes to the ones waiting to be deleted. The note holds a random number that identifies this one refusal, and whether you chose in Settings or in the notice. It keeps this browser off if the page is reloaded before your choice reaches us, so that until then a yes from another browser cannot override it. In a browser where the setting was never on, this note and the random value are all that is stored here: they keep your refusal, nothing is measured, and both go once your choice has reached us.
First-party Persistent
Each code: replaced at the start of every month; the list: about four months. Kept when you sign out (another account in the same browser gets its own code). Deleted, after asking us to delete the matching measurements, when the setting is switched off (in this browser or another); if that request cannot reach us, the

codes alone are kept for at most 7 days to try again (a browser that stays closed for longer tries once more when it is next opened, and then deletes them). "Delete my measurements" works the same way while the setting is off. While the setting stays on, it deletes every code in the list except this month's, which this browser keeps using: we delete the matching measurements up to and including that day (UTC), and measurements taken with this month's code from the next day on are kept. The note that you said no stays until your choice reaches us, or until you switch the setting on again in this browser; if that account never signs in here again, it stays until you clear this site's data, because only that account can send it. The random value stays only while a record needs it: when the last record in this browser goes, the random value goes with it. On its own it says nothing about you. An empty database with this name can remain; it holds nothing

Codes and list: required - opt-in only (off until you switch on "Help improve voice speed"). Note of a refusal, codes waiting to be deleted after a no, and the random value while these need it: not for measuring (see below)

Three of these items do not serve the measurement: the note of a refusal, the codes waiting to be deleted, and the random value while one of these needs it. Their only purpose is to keep your no in this browser and to finish the deletion you asked for, so they can exist in a browser where the setting was never on, and you do not have to switch anything on to keep your no. They are not used to measure anything. Only the codes leave this browser, in the deletion request. They last as long as the Duration column says.

Measurements waiting to be sent are not stored on your device. They stay in the memory of the open browser tab until the Web App sends them in a batch, so that sending does not slow the avatar's voice, and they are gone when the tab closes, when you sign out or when the setting is switched off. No sentence text is part of them.

For this measurement the Web App also reads technical details from your browser: the browser and operating system families and their major version numbers, and the type of network connection. Apart from the storage that keeps a refusal, described above, and a look at sign-in for a record of this account in this browser (which creates nothing if there is none), nothing is stored or read for this purpose until you switch the setting on for your account. What is measured, how long it is kept, and the statistics we publish are explained in the Privacy Policy, Section 2.5.1.

3. Cookie Consent

Under the EU ePrivacy Directive (implemented in Belgium via the Electronic Communications Act) and GDPR, we are required to obtain your prior, informed, and freely given consent before setting any non-essential cookies or similar storage.

3.1 How we obtain consent

When you first visit withvr.app, a cookie consent banner appears about 15 seconds after a page has loaded; the wait starts again on each page you open until you make a choice.

Nothing non-essential is set while you wait, and you can open the choice at any time from "Cookie settings" at the bottom of every page. The banner gives you the option to:

- Accept analytics cookies
- Reject them (only the strictly necessary and functional items listed above are used)
- Manage your preferences individually

Analytics cookies are not set until you actively choose to accept them. The banner does not pre-select any non-essential cookies. If you ignore the banner, analytics stays off. This applies to every visitor, wherever they are located.

3.2 Recording your consent

Your choice is stored in your browser's local storage under the name cookie-consent, as "accepted" or "declined", so that the banner does not appear on every visit. No date or identifier is stored with it, and it is not sent to withVR. It stays until you change your choice or clear your browser's site data.

Your choice for the optional voice speed measurement in the Web App is recorded differently: it is stored with your account, with the date and the version of the notice you saw, so that we can show when you gave or withdrew consent (see the Privacy Policy, Section 2.5.1).

3.3 Withdrawing consent

You can withdraw your consent at any time by:

- Clicking "Cookie settings" in the footer of withvr.app
- Clearing your browser's cookies and site data for withvr.app, which resets your choice and shows the consent banner again on your next visit
- Using your browser settings to block or delete cookies (see Section 5)

For the voice speed measurement in the Web App: switch off "Help improve voice speed" in the Web App's Settings. The Web App stops at once, asks us to delete the measurements that carry its codes, and deletes its codes and any waiting measurements. Every other browser where you use the Web App does the same as soon as it is open and signed in to your account.

When you withdraw consent, analytics storage is switched off at once and the withVR analytics items in local storage are removed. Google Analytics cookies that were already set stay on your device until they expire or you delete them in your browser.

Withdrawing consent applies to analytics cookies and to the voice speed measurement. Strictly necessary cookies cannot be disabled without affecting the functionality of the platform.

4. Cookies and the Web App

The Therapy withVR Web App uses Firebase Authentication tokens to maintain your logged-in session. These are strictly necessary for the app to function and are not used for tracking or analytics. The Web App also keeps a small amount of app data in your browser's

IndexedDB (see "Web App storage" in Section 2). The product usage counts of Web App 5.0.0 (Privacy Policy, Section 2.5.2) use no cookies and store nothing on your device.

Google Analytics is not active inside the Web App: no Google Analytics cookies or scripts are used during your sessions with clients or in any clinical or research context.

If you switch on the optional voice speed measurement ("Help improve voice speed"), the Web App stores a random code in your browser's storage, keeps any measurements waiting to be sent in the memory of the browser tab during sessions, and reads technical details from your browser (Section 2, "Voice speed measurement"). It is off until you switch it on, wherever you are. Before it turns on, the Web App shows you what is measured, with "Yes" and "No" choices of equal weight, and nothing is measured while you decide. You can switch it off at any time in Settings. No sentence text or IP address is part of a measurement, and no account identifier is stored with the measurements. The VR App does not take these measurements.

The Privacy Policy, Section 2.5, describes the other technical and usage data we process about how the platform is used, which does not rely on these storage items.

The Web App does not use advertising, marketing, or social media cookies of any kind.

5. Managing Your Cookie Preferences

5.1 Browser settings

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

- View what cookies are stored and delete them individually or in bulk
- Block all cookies or cookies from specific websites
- Set your browser to notify you when a cookie is being set

To find instructions for your browser, search for "manage cookies" followed by your browser name (for example, "manage cookies Chrome" or "manage cookies Firefox"). Browser help pages for the most common browsers:

- Google Chrome: support.google.com/chrome
- Mozilla Firefox: support.mozilla.org
- Apple Safari: support.apple.com
- Microsoft Edge: support.microsoft.com

Note: Blocking or deleting strictly necessary cookies will affect your ability to log in and use the Therapy withVR Web App. Analytics cookies can be blocked without affecting platform functionality.

5.2 Google Analytics opt-out

If you have accepted analytics cookies and wish to opt out of Google Analytics specifically, you can install the Google Analytics Opt-out Browser Add-on, available at tools.google.com/dlpage/gaoptout. This prevents Google Analytics from collecting data about your website visits.

6. Third-Party Services

The cookies on withvr.app are set by the following third-party services. Each has its own privacy policy explaining how they handle data:

Service	Purpose	Privacy policy
Google Firebase	Authentication and Web App hosting	firebase.google.com/support/privacy
Google reCAPTCHA (through Firebase App Check)	Form protection against spam and abuse	policies.google.com/privacy
Cloudflare Turnstile	Form protection against spam and abuse	cloudflare.com/privacypolicy
Google Analytics	Anonymous website usage analytics (withvr.app only, not the Web App)	policies.google.com/privacy

7. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, changes in the law, or improvements to how we explain our practices. If we make changes that materially reduce your privacy protections, we will notify you at least 30 days before the changes take effect, by email and/or through a notice on withvr.app. For updates that reflect changes to our website or platform (such as adding or removing cookies), we will update this policy promptly and notify you by email.

The version number and effective date at the top of this document identify the version in force. Previous versions are available on request.

8. Contact

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

> **withVR BV**
> Meulesteedsesteenweg 194 bus 204, Ghent 9000, Belgium
> **General enquiries:** hello@withvr.app
> **Legal and data protection:** legal@withvr.app

You also have the right to lodge a complaint about our use of cookies with the Belgian Data Protection Authority (Gegevensbeschermingsautoriteit - GBA): contact@apd-gba.be | gegevensbeschermingsautoriteit.be

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