

dew theory

S K I N — C A R E

Cookie & Tracking Technologies Notice

Legal Policy

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DOCUMENT DT-LEGAL-013

EFFECTIVE DATE · UPON APPROVAL AND PUBLICATION

LAST UPDATED · AUGUST 15, 2026

DEWTHEORYCO.COM

ATTORNEY REVIEW DRAFT
REQUIRES PRODUCTION TRACKER INVENTORY

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STATUS
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PUBLICATION / USE
REQUIRES PRODUCTION TRACKER INVENTORY

1. Current verified browser-storage practices

The public Dew Theory privacy page states that the website currently stores cart contents and promo-code state in browser `localStorage` and uses an `httpOnly` cookie for staff/admin authentication. It also states that first-party funnel events may be recorded. The August 15, 2026 public audit did not identify a disclosed third-party analytics network, advertising pixel or retargeting platform.

This Notice therefore does not invent Google Analytics, Meta Pixel, TikTok Pixel or any other tracking technology that has not been verified in production.

2. Essential technology

Dew Theory may use technology reasonably necessary to operate and secure the Site, including:

- cart and checkout state;
- fraud/security controls;
- authenticated administrative sessions;
- load balancing or infrastructure security where implemented;
- consumer-request and consent state where implemented; and
- functionality needed to remember choices requested by the user.

Where a jurisdiction permits strictly necessary technology without opt-in consent, those tools should be limited to the necessary purpose.

3. `localStorage`

Current public documentation states that cart and promo-code state are retained in browser `localStorage`. Consumers can generally clear site data through browser controls. Clearing local storage may remove a saved cart or promotional state.

Dew Theory should not place sensitive consultation, medication, health-intake or private-photo content in ordinary browser localStorage unless a specific security/legal design review supports it.

4. Administrative cookies

The current site describes an httpOnly cookie for staff/admin sessions. Production session cookies should use appropriate security attributes and should not be repurposed for advertising.

5. Embedded and third-party services

The current public site references intended or contemplated use of Stripe, Zoom, Google Calendar and Resend for payment, video, booking/calendar and transactional email functions. Several are described as unconfigured or development-only. Once configured, their embedded pages, redirects or SDKs may set cookies or process device data according to the production integration.

[TO CONFIRM BEFORE PUBLICATION: actual production integrations, scripts, cookies, local/session storage keys, pixels, SDKs, server-side tracking and embedded resources.]

6. Analytics

No third-party analytics provider was verified in the current public audit. If Dew Theory activates analytics, it should document the provider, events, identifiers, retention, geographic transfers and whether the tool is configured as first-party measurement, targeted advertising, profiling or another purpose.

Analytics should not receive consumer-health-data form contents or sensitive URLs/query parameters.

7. Advertising, pixels and retargeting

No advertising pixel or retargeting platform was verified. Before adding one, Dew Theory must assess whether the activity constitutes sale, sharing, targeted advertising or sensitive-data processing under applicable state privacy law; implement required notices/consent/opt-outs; contract appropriately with the provider; and ensure sensitive intake/consultation pages are excluded.

8. Consent management

If nonessential cookies or tracking requiring consent are deployed, Dew Theory should present a preference mechanism before those technologies activate, preserve a record of consent, provide a way to change choices and avoid deceptive interface design. The banner should not claim to manage technologies that are not actually present.

9. Global Privacy Control and opt-out preference signals

If Dew Theory becomes subject to a law requiring recognition of Global Privacy Control or another universal opt-out mechanism for sale/sharing/targeted advertising, the production site should detect and honor the signal for covered processing and reflect the result in the privacy workflow.

10. Sensitive-service pages

Consultation intake, photo-upload, treatment/medical-escalation forms and consumer-health-data request pages should be treated as tracker-restricted surfaces. Advertising/retargeting scripts should be blocked there by default. Analytics, if justified, should be minimized and configured so event payloads do not expose sensitive answers or image identifiers.

11. Browser controls

Browsers generally allow users to delete or block cookies and other stored site data. Blocking necessary technology may impair cart, authentication or other requested functionality. Browser "Do Not Track" signals are distinct from legally recognized opt-out preference signals such as GPC.

12. Change control

Dew Theory should maintain an internal tracker register listing each production technology, provider, domain, storage key/cookie, purpose, expiry/retention, data categories, pages loaded, consent category and owner. Any new advertising or sensitive-data integration should require privacy review before release.

13. Contact

Questions about cookies and privacy controls: **[BUSINESS DECISION REQUIRED: privacy contact.]**