PLINICAL LEGAL DOCUMENT

Cookie Policy

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Last updated: 2 November 2026
Operator: MTX STUDIO Ltd trading as Plinical
Company no. 15856187
Registered office: Bartle House, 9 Oxford Court, Manchester, England, M2 3WQ

This Policy explains cookies and similar technologies on the public Plinical website at plinical.com and www.plinical.com. The website remembers a selected light or dark theme using browser local storage. It also stores campaign labels for the current tab in session storage under the key plinical.attribution. That record holds the campaign parameters from the link and the campaign label already counted for the tab. It does not hold a name, an email address, or an identifier. It is cleared when the tab closes and is not a cookie. You can opt out, free of charge, with the control headed Opt out of campaign analytics at the top of this page: https://www.plinical.com/cookies#campaign-analytics-opt-out. That choice is stored in local storage under the key plinical.attribution.optout until you opt back in or clear this site's data.

Standard Vercel Web Analytics is used for aggregate website statistics. For the plinical.attribution value, we rely on the statistics exception in the Privacy and Electronic Communications Regulations, as amended by the Data (Use and Access) Act 2025. That exception needs clear information and a free, easy way to object. The same tool may record a custom event for a trial registration link, a successful contact form submission, or a landing from a link that carried campaign parameters. The trial-link event carries an event name, a page location label, and, when the link is a Solo or Practice pricing button, the plan (solo or practice). When the visitor arrived with them and has not opted out, the trial-link event, the successful contact-form event, and the campaign landing event carry the campaign label. The landing event also carries the page path, without the query string or hash. Those events do not send names, email addresses or form contents. If you opt out, the campaign label is not stored and is not sent. Vercel Speed Insights records anonymous performance metrics and does not use cookies. Advertising tracking, Google Analytics, Google Tag Manager, Meta Pixel, session replay and behavioural heatmaps are not enabled on this public website.

This edition applies from publication. Read it with the Plinical Privacy Policy, which explains personal-data use, recipients, retention and your rights.

1. Who we are and how to contact us

1.1 MTX STUDIO Ltd, trading as Plinical (we, us or our), operates this website. We are registered in England and Wales under company number 15856187. Our registered office is Bartle House, 9 Oxford Court, Manchester, England, M2 3WQ.

1.2 For cookie questions, objections or privacy requests, contact support@plinical.com or write to our registered office. You can contact our designated Data Protection Officer, Theodoros Mentis, at th.mentis@mtxstudio.com. Our ICO registration reference is ZC226522.

2. Scope and meaning

2.1 A cookie is a small record that a website asks your browser to store and return with relevant requests.

Local storage also keeps information in your browser, but does not automatically send it with each web request. Scripts can read it when you visit the same website. Session storage also keeps information in the browser for the current tab. It does not automatically travel with each web request, it is cleared when the tab closes, and it is not a

cookie. The rules on storage and access technologies can apply even where information is not personal data or no traditional cookie is used.

2.2 This Policy covers the public marketing website. The authenticated clinic application, registration and subscription checkout are separate environments. Their session, security, anti-bot and payment technologies are addressed by the information and controls provided in those environments and by the relevant payment providers. The absence of advertising technologies on this public website does not mean that those separate environments use no cookies.

2.3 The Privacy Policy explains our wider personal-data processing. The SaaS Terms and Data Processing Agreement govern clinic subscriptions and clinic-controlled personal data.

3. Theme preference stored by the website

The public website uses the following browser preference. It is an appearance setting, not an advertising identifier.

ItemDetails Name and typetheme - first-party browser local storage.

MTX STUDIO Ltd through the Plinical website. The setting belongs to the exact Provider and scope website origin where it is stored, normally https://www.plinical.com.

The selected appearance, normally light or dark. This setting contains no patient Information stored records, payment details or unique visitor identifier.

Read the saved appearance when the website loads and remember the Purposeappearance selected with the light/dark control. The default appearance is light when no saved choice is available.

ItemDetails No automatic expiry is set. The value persists between visits until it is changed, Durationdeleted by you or removed by the browser. Closing a normal browser window does not normally delete it.

The light/dark control changes the stored appearance. To remove the saved Controls value, clear this website's site data in your browser as explained in section 5.

3.1 The setting is used only to choose the website's appearance. It is not used for advertising, cross-site profiling or audience measurement. Changing from dark to light stores a new value; it does not turn preference storage off.

3.2 Local storage is specific to a browser profile and website origin. Clearing a value on one device does not clear it on another. Private-browsing modes and browser storage limits may remove it earlier.

3.3 The public website stores campaign labels in first-party session storage under the key plinical.attribution. The record may contain utm_source, utm_medium and utm_campaign when those values are campaign labels from the link, and the campaign label already counted for that tab so the same landing is not counted twice. It does not contain a name, an email address, form content, patient records, or a unique visitor identifier. It is limited to the browser tab, is cleared when that tab closes, and is not a cookie. It is used so the measurement events in section 4.2, and links to trial registration, can carry those campaign labels. We rely on the statistics exception in the Privacy and Electronic Communications Regulations, as amended by the Data (Use and Access) Act 2025, for this storage. That exception requires clear information and a free, easy objection. Use the control headed Opt out of campaign analytics at the top of this page (https://www.plinical.com/cookies#campaign-analytics-opt-out). Opting out stores the value 1 in local storage under the key plinical.attribution.optout, clears the session record, and stops campaign labels being stored, added to trial registration links, or sent with analytics events. Opting back in removes that local storage value. Closing the tab removes the session record. The opt-out value remains until you opt back in or clear this site's data.

4. Website delivery and technologies not enabled

4.1 The website uses first-party page scripts and resources to display content and operate navigation, the theme control and contact forms. Hosting and request handling use technical information such as IP addresses, requested URLs and browser information. Those operations and any associated personal-data records are explained in the Privacy Policy. A server log is separate from a cookie stored on your device.

4.2 The public website uses standard Vercel Web Analytics to collect aggregate statistics such as visitors, page views, popular pages and routes, referrers, countries, devices, browsers, operating systems and bounce rate. The integration does not send form-field values, names, email addresses, telephone numbers, clinic codes, account identifiers, authentication tokens, payment or checkout identifiers, patient information or free-text clinical content. It may also record a custom event when someone follows a trial registration link or successfully submits the contact form. The trial-link event carries an event name, a page location label, and, when the link is a Solo or Practice pricing button, the plan (solo or practice). When the visitor arrived with them and has not opted out, the trial-link event and the successful contact-form event also carry the campaign label. When a visitor lands from a link carrying those parameters, the website may record one campaign_landing event for that browser tab, carrying the campaign label and the page path, with no query string or hash. The campaign label comes from the session storage described in section 3.3. It is a campaign label only, not an identifier, and it lasts for that browser tab. We rely on the statistics exception in the Privacy and Electronic Communications Regulations, as amended by the Data (Use and Access) Act 2025, for that storage. You can opt out or opt back in with the control headed Opt out of campaign analytics at the top of this page (https://www.plinical.com/cookies#campaign-analytics-opt-out). While you are opted out, the campaign label is not stored and is not sent on the trial-link event, the contact-form event, or the campaign landing event. Those events do not send names, email addresses or form content. Vercel Speed Insights records anonymous performance metrics for this website. It does not use cookies and does not receive names, email addresses or form content. We do not enable Google Analytics or Google Tag Manager, Meta Pixel, advertising tracking, session replay or behavioural heatmaps here. We do not use the theme preference to track visits or build a marketing profile.

4.3 When you submit the contact form, we process the information you send to respond to your enquiry.

Form contents are not advertising cookies. Do not send patient records, clinical information, passwords or payment-card details through public forms.

4.4 Following a link to the clinic application, Stripe checkout or another external service may cause that service to use its own storage and access technologies. Consult the privacy and cookie information presented there. A provider being named in our Privacy Policy does not by itself mean that it places a cookie on this public website.

5. How to change or remove a saved preference

5.1 Use the light/dark control in the website header to change the displayed theme. If you do not want the existing saved preference, use your browser's privacy or site-data settings to remove data for www.plinical.com and, if present, plinical.com. The option may be called "site data", "website data" or "cookies and site data". Clearing cookies alone may leave local storage in place.

5.2 After clearing the preference, the website uses its default light appearance unless another choice is saved. Choosing a theme again writes a new preference. The theme control itself changes appearance and does not provide a separate switch for disabling storage.

5.3 Browser settings may let you restrict site storage. Blocking storage may prevent preferences from being remembered and may affect other website functions. Browser controls differ, so use the browser's help information where needed. Be careful when clearing data for all Plinical subdomains, because this may also sign you out of the separate clinic application.

5.4 You can raise an objection to appearance storage or ask for help free of charge at support@plinical.com. We handle these requests under the Privacy Policy. An email does not itself delete a value on your device, and we cannot clear another device's local storage remotely through that email. Do not include patient information in your request.

6. Consent and permitted exceptions

6.1 The Privacy and Electronic Communications Regulations (PECR) govern storage and access on your device. Where a technology is strictly necessary to transmit a communication or provide a function you request, an applicable exception may allow it without consent. We do not treat every preference as strictly necessary merely because it is useful to the website.

6.2 Appearance preferences are subject to the conditions of the relevant PECR exception, including clear information and a simple, free way to object. Where an exception does not apply, prior consent is required. Publishing this Policy or providing browser-clearing instructions does not itself establish consent or replace a required choice mechanism.

6.3 We do not treat continued browsing, silence, pre-selected options or acceptance of the SaaS Terms as consent to optional tracking. If we introduce a purpose that requires consent, we will provide a clear choice before it operates, explain the purpose and duration, and make refusal and withdrawal as easy as agreement. Any applicable objection must be respected.

7. Personal data and your rights

7.1 The theme value contains an appearance choice rather than your name or a patient record. The plinical.attribution value contains campaign labels rather than a name, an email address, form content, or an identifier. The plinical.attribution.optout value records an objection to campaign analytics and is not an identifier. Where storage, access or associated technical processing involves personal data, the UK GDPR also applies. The Privacy Policy explains the relevant purposes and lawful bases, recipients, international processing, retention, rights and complaint procedure.

7.2 You may contact us or the DPO using section 1.2. You also have the right to complain to the Information Commissioner's Office. Details are available at ico.org.uk/make-a-complaint.

8. Changes to this Policy

8.1 We update this Policy when the technologies, their purposes, providers, durations or choices change.

Before enabling a new non-exempt purpose, we will provide the relevant information and obtain the consent required by law. We will implement any required objection control before relying on an exception that requires one.

8.2 Version 2.6. Document date: 2 November 2026. This edition replaces version 2.5 of the public website Cookie Policy when published. It does not retrospectively authorise storage, access or a new use of personal data.