



Cookie, Client Storage and Telemetry Notice

Clarity for Education

Version 1.1

Current external notice for the production marketing site and its public Echo and Sensory Profiler tools. The authenticated platform is described separately at category level.



Document control	Detail
Organisation	SENDlink LTD, trading as Student Radar
Company number	16602655
Document owner	Student Radar Data Protection Lead
Version	1.1
Technical inventory date	11 July 2026
Next review	Before any new cookie, tracker, embedded provider or storage purpose is enabled, and no later than 11 July 2027
Status	Current external notice for the production marketing site and its public Echo and Sensory Profiler tools. The authenticated platform is described separately at category level.
Contact	dpo@studentradar.com

1. Scope

This notice explains the cookies, browser storage and measurement used by:

- www.studentradar.com;
- public Echo under `/echo/`; and
- the public Sensory Profiler.

It also explains the separate position for the authenticated Student Radar platform.

The Privacy and Electronic Communications Regulations apply not only to cookies but also to other technologies that store information on, or access information from, a user's device. That can include local storage, session storage, IndexedDB, Cache Storage and service workers.

2. Current position in plain English

- The production marketing site does not use advertising pixels or non-essential analytics cookies.
- Vercel Web Analytics and Vercel Speed Insights provide cookieless, aggregated measurement.
- Custom marketing events are limited to approved non-personal identifiers; the site removes query strings and URL fragments before telemetry is sent.
- The Sensory Profiler uses session storage to carry anonymous catalogue selections between its pages and to remember, for that session, that PDF access has been unlocked.
- Echo uses browser storage and a service worker for AAC boards, preferences, navigation, the AI notice and offline operation.
- Public Echo and Sensory AI requests occur only after the visitor actively asks for interpretation or generation. Their server/provider processing is explained in the Privacy Notice and AI Processing and Transfer Overview, not in a cookie banner.
- No current production-marketing-site preference centre is promised. If a technology or purpose requiring consent is added, it must not be enabled until the notice and consent mechanism are updated.



3. Production marketing measurement

Technology	What it does	Data	Device storage	Current retention position
Vercel Web Analytics	Measures page views, referrers, broad device/browser and country/region information, and approved custom events	Aggregated page and event data. Vercel creates a hash from the incoming request to distinguish a visitor for one day	No analytics cookie	Visitor identifier resets after 24 hours. Aggregate retention follows the current Vercel plan and account controls.
Vercel Speed Insights	Measures route performance and Core Web Vitals using browser performance APIs	Route/URL, browser/device/OS category, network speed, country and Web Vital data	No performance cookie	Retention follows the current Vercel plan and account controls. Vercel describes the data as anonymous and not tied to an individual or IP address.
Student Radar custom marketing events	Measures approved steps such as CTA clicks, form opens/submissions, pricing, Compare and resource-product actions	Route path and allowlisted identifiers such as CTA, source, package or product area	No separate cookie or storage	Stored as part of Vercel Web Analytics under the account controls above.

The main Next.js marketing layout loads telemetry only when the deployment is marked as production. Echo is a separately built static application and includes Vercel Web Analytics in its published bundle, with the same query-string and fragment redaction. Protected previews are operational test environments and are not described here as ordinary public production traffic.

URL and event safeguards

Before Web Analytics or Speed Insights sends a URL, Student Radar removes its query string and fragment. The custom-event wrapper rejects:

- names and email addresses;
- school names;
- notes or other free text;
- routes containing a query string or fragment;
- unapproved event names or properties; and
- identifiers that do not match the restricted event format.

Do not put personal or confidential information into a public URL. Browser history and referrer behaviour exist outside Student Radar's event allowlist.

4. Sensory Profiler browser storage

Storage item	Technology	Purpose	Content	Duration / control	PECR position used for this notice
sensory-profiler-state-v1	Session storage	Carry the questionnaire selections to the output route and allow the visitor to return to the review state	Generic sensory domain, pattern and behaviour catalogue identifiers only	Current browser-tab/session; removed when the visitor selects Start a new profile; can also be cleared in browser site-data controls	Needed to provide the profile flow the visitor requests



Storage item	Technology	Purpose	Content	Duration / control	PECR position used for this notice
sensory-profiler-email-captured-v1	Session storage	Avoid asking for the email again before another PDF download in the same session	Boolean marker 1; the email address is not stored in the browser marker	Current browser-tab/session; can be cleared in browser site-data controls	Needed to provide the requested PDF-access flow

The profiler's generation schema rejects name, school, SEND status, year group, setting, self-advocacy and free-text fields. Server and OpenAI processing is separate from browser storage and is described in the Privacy Notice.

5. Echo browser storage and offline data

Echo is a public AAC board that can be used online and, after loading, with cached application assets. It therefore uses more client-side storage than an ordinary marketing page.

Storage item / category	Technology	Purpose	Content	Duration / control
echo-ai-notice-seen-v1	Local storage	Remember that the visitor has acknowledged the notice explaining server/OpenAI processing and the instruction not to enter identifiers	Marker 1	Until site data is cleared or the notice version changes
Language, voice and colour/display preferences	Local storage	Remember the user's chosen interface and speech preferences	Preference values such as language code, voice URI and colour mode	Until changed or site data is cleared
defaultBoardSetVersion	Local storage	Ensure the current default AAC board set is loaded	Version identifier	Until updated by a later board version or site data is cleared
ai-shared-context	Local storage	Hold optional shared context used by supported local/browser AI assistance	User-controlled text, if any	Until changed or site data is cleared. Do not put names, medical details, safeguarding information or other identifying content here.
AAC board database (aac-board-db)	IndexedDB	Store board sets, board definitions and related assets for the requested AAC functionality	Imported/default board files and assets, including user-customised material	Until the user removes it, the app replaces it or browser site data is cleared
Versioned Echo application assets	Cache Storage and service worker	Provide faster and offline loading	Application code, styles, fonts, icons and default public assets	Replaced through the service-worker update lifecycle or removed through browser site-data controls
Navigation scroll state	Session storage	Restore position during navigation	Route/history key and scroll position	Current browser-tab/session

Echo board or context content can become personal data if the user adds personal vocabulary or identifying text. It remains on that device until removed. When the visitor selects Interpret, only the tapped phrase and bounded ordered button labels or vocalisations are sent to the Student Radar server and OpenAI; the entire IndexedDB board library is not submitted by that route.



6. Cookies on the public production site

The current production marketing site does not intentionally set an analytics, advertising or marketing cookie. Public pages do not require a Student Radar login cookie.

Infrastructure may set a strictly necessary security or routing cookie in a particular protected environment. For example, a Vercel password/SSO-protected preview can use a deployment-protection token. That is a preview-access control and must not be described as a cookie used by the ordinary public production site.

The previous February 2026 cookie table listed fixed provider cookie names without confirming that each one was present in the current production service. That table is withdrawn and must not be reused as the current inventory.

7. Authenticated Student Radar platform

The authenticated platform is a separate service. It uses essential authentication/session and security technologies to keep a user signed in, associate requests with the correct account and protect the service. Blocking those items can prevent login or secure operation.

This marketing-repository review does not certify a release-specific list of every authenticated-app cookie or browser-storage key. Before a key-level platform inventory is published, the current production app must be tested in a clean browser session and the result reconciled with its authentication, consent and telemetry configuration. Provider-generated cookie names and lifetimes must not be guessed.

The absence of a banner on www.studentradar.com does not by itself determine the consent requirements of a different authenticated-app deployment. The platform's own notice and controls must match the scripts and storage it actually loads.

8. Why the current marketing site does not show a cookie banner

The current production marketing measurement is cookieless. The client-side storage listed for the public tools supports functionality or preferences the user requests, and the site explains it here. No advertising tracker is loaded.

Accordingly, the current marketing site does not present a consent banner or claim that users can manage non-existent marketing-cookie categories. This position must be reassessed before any new analytics cookie, session-replay tool, advertising pixel, cross-site identifier or third-party embed that stores or accesses device information is enabled.

Where a new technology has more than one purpose, each purpose must be assessed. A necessary function must not be used as a route to enable an unrelated tracking purpose.

9. How to clear or control browser storage

You can:

- clear cookies and site data for studentradar.com in your browser settings;
- remove local storage, session storage, IndexedDB and Cache Storage through the browser's site-data controls;
- unregister the Echo service worker through browser developer/site settings; and
- use **Start a new profile** in the Sensory Profiler to remove the stored questionnaire state.



Clearing Echo site data removes locally stored boards, preferences and offline assets. Export any board you need to keep before clearing it. Blocking essential authenticated-platform storage may prevent login.

Managed school devices may apply browser policies set by the school or trust. Contact the school's IT administrator if those controls prevent you from clearing or changing site data.

10. Changes and review

The Data Protection Lead and product owner must review this notice:

- before adding or changing a cookie, local-storage key, IndexedDB store, service worker, embedded provider or measurement script;
- when the authenticated platform's consent or telemetry configuration changes;
- when provider privacy or retention terms materially change; and
- at least annually.

Material changes must be reflected in the public inventory before or when the technology is enabled. If consent becomes necessary, the technology must remain disabled until valid consent can be collected and withdrawn.

11. Contact and complaints

Questions about this notice can be sent to:

Student Radar Data Protection Lead SENDlink LTD 10 Masefield Gardens Plymouth PL5 3HU
dpo@studentradar.com

You may also complain to the Information Commissioner's Office at ico.org.uk or by telephone on 0303 123 1113.

12. Related documents and sources

- Student Radar Privacy Notice
- Student Radar Data Retention and Deletion Schedule
- Student Radar AI Processing and Transfer Overview, version 1.4, reviewed 11 July 2026
- Student Radar Sub-Processor List, version 1.5, reviewed 11 July 2026
- ICO, [Guidance on storage and access technologies](#)
- ICO, [Exceptions to consent for storage and access technologies](#)
- Vercel, [Web Analytics privacy and compliance](#)
- Vercel, [Speed Insights privacy and compliance](#)

13. Version history

Version	Date	Change
1.0	21 February 2026	Withdrawn. It promised a consent banner/preferences page and listed unverified cookies and providers that did not match the current marketing implementation.



Version	Date	Change
1.1	11 July 2026	Rebuilt from the current production code: cookieless telemetry, query/event redaction, Sensory session storage, Echo local/session/IndexedDB/Cache Storage, and a separate authenticated-platform verification boundary.