

Cookie Policy

Version 1.0 · Effective 8 July 2026 · Last updated 8 July 2026
Empirical (OPC) Private Limited · cloxy.co

This Cookie Policy explains how **Empirical (OPC) Private Limited** ("Cloxy", "we", "us") uses cookies and similar technologies on our website at cloxy.co. It works together with our [Privacy Policy](#), which explains how we handle personal data across the website and the Cloxy apps.

The list on this page is complete. If we ever add a cookie or a new analytics tool, we will update this policy first.

The short version

cloxy.co uses one strictly necessary piece of storage - your own cookie choice - and, only if you agree, Microsoft Clarity analytics. There are no advertising or retargeting cookies on the website. You can change your choice at any time via "Manage cookie preferences" in the footer.

1. What cookies and localStorage are

Cookie

A small text file that a website stores in your browser. When you return to the site or move between pages, your browser sends the cookie back, which lets the site remember something - a preference, or an identifier that tells your visits apart.

localStorage

A similar browser feature. It also stores small pieces of text on your device, but the data stays in your browser and is not sent to servers automatically. We use localStorage to remember your cookie-consent choice.

Neither technology can read your files or install anything. They are just small pieces of text your browser holds on to.

2. The two categories we use

Everything cloxy.co stores in your browser falls into one of two categories:

2A. Strictly necessary

- **Your cookie-consent choice** - stored in localStorage so we do not have to ask you on every page.
- **Basic session functionality** - short-lived storage the website needs to work correctly while you browse it.

Strictly necessary storage does not track you, is not shared with anyone, and cannot be switched off - without it, the site cannot remember that you asked not to be tracked.

2B. Analytics (only with your consent)

With your consent, we load **Microsoft Clarity**, an analytics tool that gives us session replay, heatmaps, and usage analytics - which pages people visit, where they click, and where they get stuck. We use this to find problems and improve the website.

Clarity loads **only after you consent** through the cookie banner. If you choose "Necessary only", the Clarity script never loads and none of the cookies in Section 3 are set.

3. The cookies Microsoft Clarity sets

If you accept analytics, Microsoft Clarity sets the following cookies. The durations are approximate and are set by Microsoft, not by us.

Microsoft Clarity cookies on cloxy.co		
COOKIE	WHAT IT DOES	HOW LONG IT LASTS
_clck	Stores the Clarity user ID for our site, so your visits can be told apart.	About 1 year
_clsk	Connects the pages you view into a single session.	About 1 day
CLID	A Clarity identifier set by Microsoft.	About 1 year
MUID	A Microsoft identifier.	About 13 months

Microsoft processes this data as our service provider - see the processor table in the [Privacy Policy](#). Analytics data is retained per Microsoft's own retention policies, as noted in the [Data Retention Policy](#).

4. No advertising or retargeting cookies

Nothing here is selling you anything

There are no advertising or retargeting cookies on cloxy.co. We do not run ad networks or tracking pixels on the website, we do not build advertising profiles, and we do not sell data collected here.

5. Session cookies and persistent cookies

- **Session cookies** last only as long as your browsing session and disappear when you close your browser.
- **Persistent cookies** stay on your device until they expire or you delete them. The Clarity cookies in Section 3 are persistent - that is what the durations refer to.

6. Third-party cookies

A third-party cookie is set by a domain other than the website you are visiting. On cloxy.co, the only third-party cookies are Microsoft Clarity's, and they exist only if you have consented to analytics. We embed no social-media widgets, advertising pixels, or other third-party trackers.

7. Your consent and the preference manager

On your first visit, a cookie banner asks for your choice: **"Accept all"** turns analytics on, and **"Necessary only"** keeps the website to strictly necessary storage. We do not load analytics until you have chosen.

You can change your mind at any time. Click **"Manage cookie preferences"** in the website footer to reopen the banner and switch your choice. Withdrawing consent stops analytics from loading on future page views.

Cookies set before you withdrew consent may remain in your browser until they expire. You can remove them immediately using your browser controls (Section 9).

8. What about the mobile apps?

The Cloxy Talent and Cloxy Business apps do not use cookies. Like most mobile apps, they use device identifiers and software development kits (SDKs) instead: Firebase for push notifications and crash reporting (Crashlytics), AppsFlyer for install attribution, and Microsoft Clarity for usage analytics. The [Privacy Policy](#) sections on information collected automatically describe exactly what these collect and why.

9. Browser-level controls

Every major browser lets you view, block, and delete cookies and clear localStorage through its settings - usually under "Privacy" or "Site data". You can also set your browser to refuse cookies altogether. cloxy.co works fine without analytics cookies. If you clear localStorage, the consent banner will simply ask for your choice again on your next visit.

10. Changes to this policy

If we add, remove, or change cookies on the website, we will update this policy, its version number, and the "last updated" date before the change goes live. For a material change - such as a new analytics provider - we will ask for your consent again through the banner. Questions about cookies? Reach us through the [Contact & Grievance Officer](#) page.