Your privacy choices

We use cookies that are necessary to run this site. We would also like to set optional cookies for analytics and advertising, which help us understand how the site is used and measure our marketing. We will not set optional cookies unless you accept them. You can change your choice at any time.

Analytics

Helps us understand how the site is used, so we can fix what is broken and improve what is not. Includes session measurement and page analytics.

Advertising

Lets us measure our marketing and show you our ads on other sites. Includes advertising pixels operated by our partners.

Cookie Policy · Privacy Policy · Terms of Service

information, and our Terms of Service.

01

What Cookies and Similar Technologies Are

A cookie is a small text file that a website stores on your device when you visit. Cookies let a site recognise your browser on later requests — keeping you signed in, remembering settings, and measuring how the site is used.

We also use technologies that work in similar ways:

- **Browser storage** — data your browser holds for this site, used for interface state.
- **Pixels and tags** — small pieces of code in a page that record that the page loaded or that an action was taken.
- **Session recording** — a tool that reconstructs how a page was used: pointer movement, scrolling, clicks, and navigation between pages. See Session recording.

Throughout this policy, "cookies" means all of these unless we say otherwise.

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C
Analytics and session recording
Help us understand how the site is used — which pages are visited, how visitors move through the site, and where errors or confusion occur.

D
Advertising and measurement
Measure the effectiveness of our advertising, report conversions to advertising providers, and support advertising shown to you on other services.

Where we report a conversion, we may include a **hashed identifier** — a cryptographic transformation of your email address — so the provider can match the event to an advertising interaction without receiving your email address in readable form. The providers who may receive a hashed identifier are **Google, Meta and OpenAI**.

Hashing is not anonymisation
A hashed identifier is still information about you, and we treat it as personal information. Hashing limits who can read it; it does not make it anonymous.

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tc_guest_token
Required
PaperDue (first-party). Lets you return to a document check you ran without creating an account. Contains a random token only — no name, email address, or content from your document. **Duration:** 30 days. **Category:** strictly necessary.

pd_cookie_consent
Required
PaperDue (first-party). Stores the cookie choices you make so we do not ask you again. **Duration:** 365 days. **Category:** strictly necessary.

pd_cookie_consent_ad
Required
PaperDue (first-party). Stores your advertising-cookie choice separately from the rest, so answering one does not silently answer the other. **Duration:** 365 days. **Category:** strictly necessary.

pd_tool_guest

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B

Set by PaperDue — functional and marketing attribution

pd_checkout_variant

Optional

PaperDue (first-party). Keeps you on one version of the checkout page while we test alternatives. Set only while a test is running, and only on the checkout page. **Duration:** 120 days. **Category:** functional.

pd_attribution

Optional

PaperDue (first-party). Records the advertising or referral source that brought you to the site, so a later sign-up can be attributed to it. **Duration:** 30 days. **Category:** marketing attribution.

C

Set by third parties — analytics, session recording and advertising

These load only where the applicable consent has been given. See Your choices. Cookie names and durations are set by each provider and may change; the provider's own notice is the authority on

them.

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Set by third parties — transactions and security
These appear only where they are needed to complete a transaction or protect a form, and are treated as strictly necessary.

Stripe
Required
Stripe. Fraud prevention and completion of payment. Appears at checkout and on the payment-update prompt shown to subscribers with a failed payment. **Category:** strictly necessary.

PayPal
Required
PayPal. Fraud prevention and completion of payment. Appears at checkout only. **Category:** strictly necessary.

Cloudflare Turnstile
Required

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Cloudflare. Distinguishes people from automated abuse on the contact and cancellation forms.

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unmasked afterwards. Payment card details are never captured under any configuration, because card entry happens inside a separate secure frame operated by our payment provider that no recording tool can reach.

How long recordings are kept

Microsoft retains session playback data for approximately 30 days, and longer for sessions specifically flagged for review. Retention is governed by Microsoft's own policy as the provider of this service.

Session recording is treated as analytics and is subject to the consent controls in Your choices.

05

Your Choices, and How They Differ by Location

A

European Economic Area, United Kingdom and Switzerland

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Analytics, session recording and advertising technologies are **not loaded until you consent**. This is e…led and the…

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Glo…
We… a GPC sig… — including any sale or sharing of personal information for targeted advertising — wherever that opt-out right applies to you. You do not need to do anything else for this to take effect.

D…
Browser, device and industry controls
Independently of our settings, you can block or delete cookies through your browser. Instructions are available from your browser vendor. Blocking strictly necessary cookies will prevent you from signing in or subscribing.

You can also opt out of interest-based advertising from participating companies through the Digital Advertising Alliance, the Network Advertising Initiative, and in Europe the European Interactive Digital Advertising Alliance. These are operated by third parties, not by us.

06

How Long We Keep What We Collect

Durations for the cookies we set are listed in Cookies and technologies we use. In summary:

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Session cookies

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Changes to This Policy

We will post any updated version on this page with a new effective date. Where a change requires it, we will ask for your consent again before that change takes effect for you.

Previous versions are retained in our records and are listed at previous versions.

08

Contact

Questions about this policy can be sent to:

Electronic Inspiration LLC
111 NE 1st Street, 8th Floor #1010
Miami, FL 33132
privacy@paperdue.com

On this page

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